# Writing Makes You Smarter

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## EXPRESSIONS TO USUALLY OMIT

# WRITE

## Writing lets you see what you're thinking

### 1. "It's Easy to Write"
### What Takes Time is Editing

"Writing is easy, all you have to do
is cross out the wrong words." — Mark Twain

Writing is a sequence
of mechanical movements
your brain
directs your hands
to perform
to let you register
the words you think
or someone else says.

After you write a sentence,
cross out or strikethrough
each unneeded,
obvious,
or useless word,
or repeated idea.

Replace certain words,
and if necessary,
reword the sentence
in a way that no one
will need to ask you a question.

Rewriting is mostly rewording.

### 2. Write Using a Speech-to-Text App

Don't waste your time typing. Write by talking. Write using a speech-to-text app to type each word you say into it on a text document or email.

Download the *Google Chrome* browser to your mobile device, tablet, or computer. Then download the free *Voice In Speech-to-Text* app into your *Gmail* app. The *Voice In Speech-to-Text* app works perfectly. Many other excellent free speech-to-text app brands can also be downloaded and used at no cost.

*Grammarly* is the best writing assistance app. The free version is excellent, but *Grammarly Premium* is even better.

Two extremely helpful *Gmail* features, "Smart Compose" and "Smart Reply" (also called "predictive text"), and the ever-increasing number and scope of other new technological breakthroughs keep letting all of us write more effortlessly, better, and faster, and they have transformed writing into *The Writing Game*. I play it every day. And each time I play it, I articulate, compose, and write a little better than the previous day.

Write before or after breakfast in the morning. It's best to exercise in the morning and write later in the day because physical exercise gets more oxygen into your lungs and more blood circulating in your body and brain—it lets you feel, think, and even write better.

Because all you need to do is hold your mobile device near your lips to write by speaking into a speech-to-text app, you can write by talking as you walk or ride in a vehicle. You can also "audio record" your thoughts and transcribe them later. Your speech-to-text app also types the words you audio-recorded—be they yours or anyone else's.

## 3. Write As If You Were Talking With Your Best Friend

People think and write best when they're relaxed and unafraid to say what they really think. Writing as if you were talking with your best friend is usually the best way to write because it lets you write to a specific person, not just to the wind or some imagined audience. Writing to a specific person, such as your best friend, activates the brain cells that store your memories of the things you and your best friend did together and feeds you perfect phrases. To put your brain in that special mode, say or write something like: "Dear (write the person's name here):" and write to them.

When you write something formal, address it to the average reader. When you write something for business, address it to a specific employee or to a particular group.

Anytime you write, write “for yourself” to capture what you really feel and think. Do not write to satisfy or please anyone else. After you capture what “you” really feel and think, you will probably need to reword it in a way that other people will easily understand what you wrote.

## 4. Write The Way Everyone Talks

Initially, it’s best to write conversationally, which is how everyone talks, because you can always reword anything you wrote—concisely. Almost everyone talks wordily, says obvious, uninformative, useless, unneeded words, repeats things, and sometimes makes mistakes and corrects them as they continue talking. “The ear makes allowances [ compensates ] for missing grammar, syntax, and transitions that the eye would not tolerate in print” (William Zinsser).

Like eating, sex, music, and art, spoken or written, words stimulate the brain’s peak pleasure centers. When you talk with friends, tell a story, tell jokes or are being funny, when you give a speech to a specific audience, or make certain types of presentations, sometimes it’s best to talk or write wordily—the way everyone talks. But though it’s more fun to listen to or read almost anything someone is saying or wrote the way everyone talks, it takes more time than when someone expresses it concisely.

“Brief” is the short way to say “concise”, but each word means something slightly different. “Brief” expressions give no details. “Concise” expressions give the details—but concisely.

Whoever or whatever you write is intended for, the best way to write anything is to write exactly what you would tell your best friend. However, that way takes about 20% more time to read than if you had expressed the same message concisely. The advantage is that even if you wrote something wordily, if it’s necessary, you can reword it concisely.

L.A. Sherman said people can only write as well as they speak because each person articulates and composes what they write the way they speak (1893). The typical spoken sentence is the product “of the [ongoing] race” to perfect it. “Because it’s the product of millions of daily efforts” by billions of people to express their thoughts and ideas

optimally, the typical spoken sentence is usually the best way to say things.

Like many landmark books that have influenced society and history, writing expands the writer's knowledge, intelligence, power, and influence over people and events. It then does marvelous things to each person who reads what is published. Every book also outlives its author and makes that writer's ideas practically indestructible and, if not burnt or lost, immortal.

Isaac Asimov (1920–1992), the genius, prolific science, popular science, and science-fiction writer, said: "*Writing is fun. The more I write, the easier it gets*". From 1939 to 1992 (53 years), he wrote and published 40 novels, 383 short stories, over 280 non-fiction books, and edited about 147 other books. He wrote his first 100 books in 20 years (5 books per/year). He wrote his second 100 books in 10 years (10 books per/year). And he wrote his third 100 books in six years (about 1.4 books every 30 days).

# 5. Write Each Sentence as *Idea Units*

## Write every sentence using the Idea Unit Sentence Writing Method

Each sentence should contain only one thought."

— William Zinsser

To make it easy to write, analyze, comprehend, and work with a sentence, separate into its major components, its idea units.

Each thought is an idea unit, and it's best for a sentence to contain only one idea unit. However, any sentence can contain more than one idea unit because it's best to write different-length sentences. It's best for the length of a sentence to be from one to about ten words.

Writing a sentence's idea units one below the other creates a "list" of its idea units. The average idea unit contains 5 words.

Some idea units have more than one part and may even have one or more commas, as in "use the shortest, simplest, and least words". As you write a sentence, "separate" it into the "shortest" idea units, but never write "one" idea unit on two lines. Never separate an idea unit by writing its first part on one line and its second part on the next line.

For example, "in the exact way you want to say it" is a perfect idea unit. Because it's long, you might think the correct way to write it is by writing its first part on one line and its second part on another line. That is incorrect. Do not do that. Do not write the first part of that idea unit: "in the exact way", on one line, and its second part: "you want to say it", on the next line.

| IDEA UNIT | WORDS |
|---|---|
| In the order you think of them, | 7 |
| use the shortest, simplest, and least words | 7 |
| to write each *idea unit* | 4 |
| on a new line | 4 |
| one under the other. | 4 |
| If an idea unit | 4 |
| contains more than one idea, | 5 |
| divide it into two or more idea units | 8 |

| | |
|---|---|
| and write each one on a new line. | 8 |
| If you think an idea unit | 6 |
| might work better elsewhere, | 4 |
| move it there. | 3 |
| Keep re-ordering | 2 |
| and rewording | 2 |
| the idea units | 3 |
| till the sentence says | 4 |
| exactly what you want it to say, | 7 |
| in the exact way you want to say it. | 9 |

Though the length of each idea unit in the above four sentences is correct, depending on what works best for you, make your idea units as short or as long as you like. The purpose of writing idea units is to better see and grasp the major parts of a sentence.

Writing sentences as idea units will get you into the habit of thinking in terms of idea units and mentally separating many of your statements into idea units. The following three sentences are also written using the Idea Unit Writing Method.

| IDEA UNIT | WORDS |
|---|---|
| We Fear Being Embarrassed | 4 |
| The fear of embarrassment | 4 |
| stops us | 2 |
| from telling other people | 4 |
| that we think differently | 4 |
| about a specific topic | 4 |
| than the socially accepted ways. | 5 |
| And it stops them | 2 |

| | |
|---|---|
| from doing a thing | 5 |
| differently | 5 |
| than how | 2 |
| they think | 2 |
| everyone | 3 |
| does it. | 3 |
| That fear makes people | 2 |
| conform to the | 3 |
| socially accepted ways. | 6 |

A different way • to separate each idea unit • from the idea unit that follows it • is by—between each two idea units— • typing a space followed by one bullet and a space. The preceding sentence exemplifies that. As you write the final draft, delete all the bullets, leave one space between each two words, and leave one space after each period.

## 6. List a Sentence's Words

| WRITE ONLY ONE WORD ON EACH LINE |
|---|
| Write |
| each |
| of |
| a |
| sentence's |
| words |
| on |
| a |
| new |
| line. |
| One |

| |
|---|
| below |
| the |
| other. |

When you write a sentence's words, *one below the other*, you transform each "word" into a "separate entity" with only white space on both sides. That unique format lets you focus all your attention on that one word. It lets you better understand how consequential that one word is, and also realize that anytime you move a word or replace it with a different word, doing that will probably change the message that sentence conveys.

Because you can change the order of any sentence's words at any time, *write any word, and write any idea unit, in any order you like*—such as the order your brain sometimes feeds you certain words.

## 7. Identify Each Sentence's Point

Some of the best sentences *only* contain their "key message", their point. Stripped of all their uninformative, unneeded, useless, obvious words or repeated ideas and reduced to their key messages, sentences radiate *intelligence*. As you search for a sentence's keywords and its key message, you will come across all its uninformative, unneeded, useless, obvious words and any idea that sentence might be repeating that you already mentioned in that sentence or in that paper. If you find any of those things the sentence does not need to work, delete them.

In the following example and throughout this book, , and I capitalize each unneeded word because they distract, slow message delivery, do not inform and can be deleted (or if you prefer, be left in).

The key message of the sentence "INDIVIDUALS ARE NOT ANGELS; they're selfish and irrational beings" is "Individuals are selfish and irrational". To simplify it, I deleted the words "INDIVIDUALS ARE NOT ANGELS". However, depending on what you want to accomplish, you can leave those four words in that sentence.

In the sentence: "ONE KEY BENEFIT OF USING contractions IS THAT THEY speed up the pace", the key message and the point is that "Contractions quicken the pace". Because the words "ONE KEY BENEFIT

OF USING" and "IS THAT THEY" do not provide any crucial information, I deleted those eight words and—to expedite communication by communicating ideas faster, I reduced that thirteen-word sentence to four words.

To trim a sentence to its key message, to its point, select each useless word and hit Control + Shift + X to strike it through, like ~~this~~.

Another way to trim a sentence to its key message is to give each unneeded word an electric pink, electric green, or electric cyan background to single out its unneeded words before you delete them.

Dissect every sentence to spot every word you can safely delete and leave in only the words that work—the ones that let you convey the point *fastest*. The ones that let you inform and communicate fastest.

The more you write, the more concise first drafts you'll write. A helpful way to work up to that easily attainable level is to write, edit, and reword sentences so they only contain their *key message*—their point.

The more consequential and more informative word or words you identify, the more you'll *think* in terms of those types of words, the more you'll put them at the beginning of a sentence, and the more you will put the details after the most consequential or most informative word in the sentence so that you say or write things like: "**True** it is"—instead of "It's **true**". Or "**Cute** she is"—instead of "She's **cute**". "**Good**"—instead of "That's **good**" or of "That sounds **good**".

A unique and enlightening way to better grasp what a sentence is saying or attempting to say and uncover its key message is to reword it in a way that says *the opposite.*

To get a sentence to say what you want it to say, in the exact way you want to say it, read it to yourself aloud so you can "hear" if you need to delete, add, or change a word. It is impossible to detect all the words one needs to delete, add, or change in a sentence by only reading it.

## 8. Write Each New Sentence on a New Line

**Sentences written next to one another make it harder to differentiate between their needed words, unneeded words, obvious words or ideas, repetitions, and errors.**

Correct sentence order is crucial. Eliminate confusion and let your readers fully understand you by writing sentences using the Idea Unit

Sentence Writing Method, by writing each new sentence on a new line, or by using both of those extremely helpful writing methods. Writing each new sentence on a new line is the best way to help you get each sentence in a paragraph into its correct order.

| TO ORDER A PARAGRAPH'S SENTENCES |
|---|
| 1. Write each sentence on a new separate line, or reformat a set of sentences you already wrote, in that way. |
| 2. Set the vertical spacing to 2.0. |
| 3. Identify each sentence's key message—its point. |
| 4. Delete every useless, unneeded, or obvious word. |
| 5. Delete any idea you wrote more than once and do not want to repeat or emphasize. |
| 6. Check to make sure that every sentence in the paragraph is in the correct order. |
| 7. If you spot a sentence that is not in the correct place, move it to its correct place in the paragraph. |

## 9. Write and Speak Concisely

| WORDY / LETTERY | CONCISE | LETTERS |
|---|---|---|
| despite the fact that | though | 21:6 |
| does not have to | need not | 16:9 |
| does not have any | lacks | 17:9 |
| due to the fact that | because | 17:7 |
| for fear that | lest | 13:4 |
| he did not have any | he had no | 19:9 |
| how is that possible | how so | 20:6 |
| if I would have known | had I known | 21:11 |
| if it weren't for | but for | 17:7 |
| impact | hit | 6:3 |
| implement | do | |

| | | |
|---|---|---|
| in a different place | elsewhere | 20:9 |
| in what other way | how else | 17:8 |
| nothing more than | but | 18:3 |
| referred to as | called | 14:6 |
| sufficient | enough | 10:6 |
| the direction of the wind | wind direction | 5:2 |
| whether or not | if | 3:1 |
| with the exception of | except | 20:6 |

Concise sentences are perfect, beam intelligence, are a pleasure to hear or read, and save time, energy, and resources. Talking and writing concisely are the most effective and fastest ways to inform. Wordy sentences are the opposite.

Depending on how wordy a text is, anyone who applies the "Write Each Sentence on a Separate Line One Below the Other" method (subtitle number 8 in this book) can delete from *20% to up to 50% of the original words*. "Most first drafts can be cut by 50% without losing any information or losing the author's voice" (William Zinsser, "On Writing Well"). The tips, techniques, and methods I am showing you in this book *work flawlessly and every time*.

In 1946, George Orwell advised: "Never use a longer word where a short one will do". Apply the "Make a Sentence Concise in Three Steps" method to reduce his 11-word sentence to 6 words: "Use the shortest words that work". Then to 4 words: "Use short, simple words" or "Use the shortest words". Then to 3 words, "Use short words".

Both concisely articulated statements and statements articulated the way we all talk—which is wordy—are easy to understand. The difference is that each concise statement saves every listener and reader time, energy, and money. And the less time it takes to say, listen to, write, or read anything, the sooner anyone can do their next task.

Simple messages are quickly understood, but complex messages take more time and energy to listen to, read, and understand. After you write everything you want to say, depending on who your audience is, leave it sounding the way people talk—or simplify it and make it concise.

The more statements you make concise, the easier it gets, and the better you get at making them concise. In a short time you will

extemporaneously talk concisely, write concise first drafts, and even *think more concisely*. But never be overly concise—unless you need to.

## Concise sentences let you say what you say in 5 minutes, in 4 minutes, and write what you write with 10 words, with 8 words!

Everyone reads numbers faster than they can read a string of letters. If you prefer, use numbers instead of words that represent a number. But in a school or in a formal paper, do not substitute a number for a word.

Though each reader might only save one second when they read a sentence in a school paper, a commercial newspaper or magazine article, a report, or a book, those seconds accumulate, and each reader will save about 20% of the cumulative time they would have used to read a wordily-written paper, magazine or newspaper article, report, or book. Anytime the text in a publication is concisely written, it saves all its readers time. When you multiply the time saved by thousands or millions of copies, the amount of time saved is enormous.

In “The Analytics of Literature”, L.A. Sherman, a professor of English Literature at Nebraska State University in 1893, wrote that: “Over time”, by becoming “less formal, less stiff and more like spoken language . . . written language becomes more efficient”, and “each year, professionals will write slightly shorter sentences”.

I interpret those two seemingly contradictory predictions to mean that in the future, people will talk using “shorter sentences”, thus more concisely, because shorter sentences are simpler and use fewer and shorter words, but people will also write less formally and also use at least a few more “contractions”—which even the Federal Government is using in some of its publications.

Professor L.A. Sherman also verified that "Shorter, concisely-written sentences increase readability.” And he wrote that writing will become less formal, less stiff, and “more like spoken language”.

However, sentences written the way people talk (wordily and informally) also increase readability, mainly because wordiness is

familiar to everyone because almost everyone almost always expresses themselves that way.

Wordy sentences can sound or read like the speaker or reader is going in circles by making a short message long.

Do the math. Quantify the time and energy you waste each day talking wordily by asking yourself, "On average, how many people do I talk to in person daily? How many minutes do I talk with people on the phone? Then ask yourself, "How many emails, letters, reports, and other things do I write daily? How long does it take me to write each one? And what is the total time I spend each day writing?

When you multiply those times by the five workdays—the total times will shock you! When you add up the time and energy you are flushing down the toilet each time you talk or write wordily each day, each week, each month, each year, and the time you will have wasted doing those two indispensable actions in your life, it will stun you!

The great news is that when you start to apply the concise communication techniques I am sharing with you in this book, you will stop wasting the massive amounts of time and energy you are now wasting communicating wordily and will be able to use that time to do the truly productive things you need to do.

Benjamin Franklin explained that time and energy are money because anyone can use them to earn money. However, after work, communicate as wordily as you like.

## 10. Make a Sentence Concise in Three Steps

Close to half of all the words in a first draft can be deleted

| | |
|---|---|
| 1. | Look at each word in a sentence and ask yourself: Does this word help this sentence work? If it's inessential, delete it |
| 2. | Check each word or phrase to see if it's obvious, and delete them |
| 3. | Check each word or phrase to see if an idea is repeated, and if you do not want to repeat it, delete it |

Talking or writing concisely beams intelligence. Concise sentences are fully alive, dynamic, instant! Wordy sentences are the

opposite. Reword a sentence in several ways until you arrive at its simplest and most concise version.

Some concise sentences are works of art where writers have stated what they wanted to say in the order and in the exact way they wanted to write it or say it.

Writing concisely accustoms you to think, articulate, and express yourself concisely. Get into the habit of making sentences concise. The more sentences you reword to make them concise, the better you'll get at it. The more concisely you write, the more concisely you'll speak.

*Making a sentence concise is like taking a shower, trimming your nails, or getting a haircut.*

The following is an excellent example of making a sentence concise. The wordy sentence has 15 words, the concise version has 7 fewer words, 8.

The desire to exert total control over everything and everyone is what motivates every dictator.

Every dictator wants to control everything and everyone.

The concise sentence deleted "The desire to exert total over" and "is what motivates"—and replaced "desire" with "wants".

The best sentences contain no unnecessary words. Though airline pilots can say, "It's raining", they say: "At the present time, we are experiencing precipitation". (William Zinsser).

# 11. Omit Uniformative Words

Around one-quarter (1/4) of the words in most of the papers students take to a college Writing Center to have a writing tutor help them correct, do not inform, are unneeded—thus useless, and must be deleted.

In 1918, in "*The Elements of Style"*—one of the most recommended books on how to write well—Cornell University Professor William Strunk Jr. announced the solution to wordiness: "*Omit needless words*":

VIGOROUS SPEECH AND WRITING ARE CONCISE.
THEIR SENTENCES CONTAIN ONLY NECESSARY WORDS.
THEIR PARAGRAPHS CONTAIN ONLY ESSENTIAL SENTENCES.
KEEP YOUR SENTENCES AND PARAGRAPHS SHORT.
THE BEST DRAWINGS HAVE NO UNNECESSARY LINES.
PERFECT MACHINES HAVE NO UNNECESSARY PARTS.

In 1963, in "The Golden Book on Writing", Dartmouth College Professor David Lambuth advised: "Always use the simplest and shortest words".

From 1989 to 2014, Robert Hartwell Fiske—the concise writing pioneer, expert, and its most prolific and thorough advocate—wrote 20 excellent must-read books on how to write concisely. His books inspired me to write this one.

Starting in 1949, effective writing, plain-talk, clear-thinking, reading, and readability expert Rudolf Flesch wrote 16 books every writer will enjoy reading. He also advised writers not to be overly brief, use contractions more, and if they want to, occasionally go off-topic. He suggested that everyone write that way because the best way to write is to write "as if you were talking with your best friend'.

His most famous but controversial book, "Why Johnny Can't Read—And What You Can Do About It", was an immediate bestseller and, for 37 weeks in 1955, it became an educational cause célèbre. In it, he explained that the *whole-word method*, also called the "Look-Say" method, was ineffective because it didn't give students *phonics* training. He was also critical of the simple stories and limited text and vocabulary

in the “Dick and Jane” books because they only taught students to read by memorizing words and their meanings. He also warned that the “Look-Say” method did not prepare students to read the more complex texts they would need to be able to read in the higher grades.

## 12. Your Wordiness and Your Long Sentence Alarms

| YOUR WORDINESS ALARM |
| --- |
| Your biologic *Wordiness Alarm* |
| rings to warn you that |
| you’re thinking of saying or writing |
| something wordily, |
| or that you’re hearing or reading something wordy. |
| In other words, |
| that you’re saying, writing, or hearing |
| unneeded information. |

| YOUR LONG SENTENCE ALARM |
| --- |
| Your *Long Sentence Alarm* |
| rings to warn you |
| that the sentence |
| you are writing |
| or wrote |
| is too long, |
| and that it will best |
| for you to separate it |
| into two or more sentences. |

## 13. Say and Write the Shortest Words and Sentences

USE SHORT WORDS

For most readers, long sentences—especially those with advanced words—are hard to understand. — Malcolm Gladwell

Fewer and shorter words let you make your point faster and easier. Writing short sentences accustoms you to writing short sentences and using the shortest words. As long as they work, use even short words that sound fragmented, incomplete, or staccato.

"*Concising*" is a new word I coined. It means making a sentence concise, which is something every writer does. But most people do not know what "concision" (making a sentence concise using fewer and the shortest words) or "wordiness" (using too many and unneeded words) mean.

Sometimes, to make a sentence work, you'll need to add or delete one or more words. Because writing the "who, what, where, why, and how" (the four W's and the H) of a situation in one sentence will usually make a sentence too long, spread those facts out among two or more sentences.

## 14. Use the Least Words

Say or write things simply—using the least words—because most people do not want to waste time listening or reading long or convoluted sentences, especially sentences that contain uncommon, unfamiliar, complex, or specialized words. Most people resist reading or refuse to read sentences that contain those types of words. But a few people like hearing or reading sentences that contain uncommon, unfamiliar, complex, or specialized words. However, to make sure and be certain that "everyone" will understand what you say or write, use the simplest and the least words.

Speed is efficient and powerful. "Language has many devices that increase speed" and goes through" continual "condensation and abbreviation. We now express in *one word* some ideas people expressed in two or more words, a clause, or a sentence (Rudolf Flesch).

The human mind's ability to perfectly fill in gaps, blanks, or other voids to help people understand incomplete statements—makes saying or writing most statements that omit one or more needed words work.

## 15. Use the Shortest Synonym

| LETTERY | SHORT | LETTERS |
|---|---|---|
| abysmal | bad | 7:3 |
| accommodations | rooms | 14:5 |
| confabulate | talk | 11:4 |
| conflagration | fire | 13:4 |
| depart | go | 6:2 |
| impact | hit | 6:3 |
| permutation | change | 11:6 |
| precipitation | rain | 13:4 |
| superannuated | old | 13:3 |
| tergiversation | lie | 14:3 |

Almost every word has a shorter synonym. The more synonyms you know, the better sentences you'll articulate. To know which synonym, word, or phrase is shorter, count the number of letters, syllables, and spaces it has. For example, "To my surprise" has 3 words, 12 letters, 4 syllables, 2 spaces, and 14 units. "Surprisingly" is one word, has 12 letters, and 4 syllables. If you have time, find a short synonym for each word in each sentence.

Concise words have fewer letters. Knowing how many *letters* and how many syllables a word or phrase has will help you choose the shortest one. For example, "Continuously" has 12 letters. "Always" has 9 letters. "Never stops" has 11. The phrase "The number of" has 13. "How many" has 8. Because we instantly grasp the meaning of a digit, in every statistic in the six paragraphs above, I wrote the number for the word, not the word for it—as in "8", not "eight".

The way it's sometimes better to replace an expression like "talked quietly" with "whispered", it's usually best to use a single word to replace certain adverbs or verb pairs. The following is a list of some words that express a complete thought. Each one is a complete one -word sentence.

| ONE WORD SENTECES | | | |
|---|---|---|---|
| Absolutely | Alright | Begin | Breathe |
| Careful | Catch | Certainly | Come on |
| Definitely | Eat | Exactly | Fine |
| Go | Goodbye | Hardly ever | Hello |
| Help | Listen | No | Now |
| OK | Probably | Read | Really |
| Relax | Rest | Run | Sit |
| Sit | Sorry | Stand | Start |
| Stretch | Thanks | Write | Yes |

The website < *https://7esl.com/list-of-adverbs/* > lists 3,000 common adverbs and many adverb and verb pairs.

The same way the adjective works correctly when placed before the noun—as in "big house", saying or writing the adverb before the verb impacts more and almost always works best.

Don't use adverbs that mean the same thing as the verb. Don't say "tall skyscraper" or "smiled happily" (William Zinsser).

The shortest sentence in English is "I am." The most used word in the world is "Okay."

## 16. Choose the Best Word Later

Your brain knows everything you feel, think, and want to say. Sometimes, seconds before you need to say or write something, it feeds it to you. Other times, you have to find it yourself. Anytime you can't remember a word or can't articulate an idea, write a line of underscores, like this: _____, and fill it in when you remember the word or are able to articulate the idea. Or write a bracket, and as best you can, write the idea in upper and lower case bold letters, and write a closing bracket, as in: [ **I'm not sure what to write about that situation** ].

When you are writing and come to a point where you're not ready to choose which word or phrase to use or how to articulate a feeling, thought, idea, question, or anything else, type or handwrite all the possibilities in ***bold italics*** inside a pair of brackets. And between every two items, insert a semicolon, as in [***abundant; ample; copious, many*** ], or [***I like you a lot; being with you is so much fun; you are wonderful***].

When you're ready to choose the best word or phrase, strikethrough (~~strikethrough~~) the ones you decided not to use, as in [ ~~***abundant; ample; copious,***~~ ***many*** ]—then delete them.

## 17. A Word You're Looking For Usually Exists

Though the perfect word or phrase you're looking for is not always at hand, it probably exists. There's also always a perfect way to articulate any idea you want to express. When you find it, you'll know you found it and feel happy and relieved.

To confirm that each word or only the most essential words in a sentence are the best words to use in it, or to find better words than the ones it's using, replace any word in it with a word that better expresses what you want to say. You can always revert to the original word. Sometimes, changing a word can improve a sentence. It can make it more precise, more informative, funnier, satirical, flattering, or almost anything you want to make it.

It will surprise you to see how big a change changing just one word can make in any sentence. And that will help you grasp how powerful each word—no matter how insignificant it may look—really is or can be in a specific sentence. Just one word, or even one nonverbal message or body movement, or a hand gesture can launch a friendship or a romance, or provoke a conflict.

It took me months to find a few of the words or phrases in this book that were the perfect ones I was looking for, especially the ones that say *exactly* what I wanted to say in the *exact way* I wanted to say it.

## 18. Use Parataxis Sentences

Parataxis sentences are the simplest and most concise sentences. They give each clause equal importance by writing a sequence of independent clauses. They omit all transitional words (such as:

"additionally", "and" "also", "because", "consequently", "furthermore", "hence", "however", "nonetheless", "notwithstanding", "meanwhile", "moreover", "nevertheless", and similar words) to not connect one idea to another within a sentence or between sentences. They omit all transitional phrases, such as "after all", "as a result", "even so", "for example", "in addition", "in conclusion", "on the one hand", "on the other hand", and so many others. They omit all linking words, such as "though," and the seven conjunctions that connect clauses: "for, and, nor, but, or, yet, so". The seven are called the "fanboys"(a word created using the first letter of each of the seven conjunctions).

<https://7esl.com/transition-words/> has a complete list of them. The following are two examples of a parataxis sentence:

| |
|---|
| "I came, I saw, I conquered" — Julius Caesar |
| "It was the best of times, it was the worst of times, it was the age of wisdom, it was the age of foolishness, it was the epoch of belief, it was the epoch of incredulity" — Charles Dickens |

## 19. Use Elliptic Sentences

The most common definition of "ellipsis" is the three periods in a sequence (...)

| THREE PERIODS ( . . . ) INDICATE |
|---|
| • The omission of one or more words from a quote |
| • Hesitation |
| • A pause |
| • That someone said or thought trails off into silence |

The less well-known and less-used definition, but which makes sentences more concise, is the definition that refers to an "elliptic sentence"—a hyper-concise sentence in which one or more words were *omitted* to inform fastest.

Elliptic sentences exclude details, are short, simple, dynamic, quick, and impact more. In Old English, omitting a verb or other word was common, as in "Shall we on and not depend on you? " (The speaker omitted the word "move".) The fact that the brain instantly reorders any words you hear or read and also fills in any missing words to let the listener or reader quickly grasp the meaning of a message gives us the freedom to occasionally omit a verb or other word, as in "Shall we on and not depend on you? "

Elliptic, parataxic, sentences or phrases and one word sentences are the most concise expressions. When using them, people also usually don't mention words or phrases that work to join sentences.

Elliptic sentences omit one or more words, are understood faster, and are easier to say or write. In the following six pairs of sentences, the long way to say something is in plain letters. The unneeded, not used, and then deleted words are in ALL-CAPS. Under each sentence is the "elliptic" version of the same sentence formed by writing only its key message.

No one needs to say or write "AL" after "elliptic". Elliptic says it.

| SOME SENTENCES MADE ELLIPTICAL |
|---|
| Allow me to thank you very much.<br>*Thanks.* |
| Her hair is red. Her eyes ARE green.<br>*She has red hair and green eyes.* |
| I (HAVE) MADE UP MY MIND TO never LET HIM DO THAT TO ME (EVER) again!<br>*Never again!* |
| The shorter SOMETHING IS, the better IT IS.<br>*The shorter, the better.* |
| How Is THAT PoSSIBLE? WHY (DO YOU SAY; IS) THAT?<br>*How so?* |
| I said what I needed to say. I need not say more.<br>*Nuff said.* |

*The above TABLE is ready for press.*

## 20. The Writing Process

"**Writing is 99% percent thinking**". — Peter Green

| |
|---|
| 1. Have fun and feel the joy writing gives you |
| 2. Think, brainstorm, invent |
| 3. Assemble a simple *outline* |
| 4. Write the *thesis statement* |
| 5. Research (primarily online) |
| 6. Articulate, write, compose |
| 7. Edit, reword, perfect |
| 8. Print, poof, correct, publish, distribute |

Editing and rewording are as much fun as writing, but they take more time because you must scrutinize the text to eliminate every ambiguity or flaw so that everyone can easily understand everything you wrote and not need to ask you a question. When you talk in person, people can ask you a question. But your readers are not in front of you and cannot ask you a question.

## 21. Assemble Your Paper's Outline

| |
|---|
| 1. Identify your paper's topic. |
| 2. Write its thesis statement. |
| 3. List the things you plan to write about. |
| 4. Filter and prioritize those things |

A paper's outline is like the following things: a road map, a recipe of your paper's ingredients; the frame of a house to which you will add floors, walls, windows, doors, and other parts to; the skeleton of a body to which you can add muscles, veins, arteries, organs, and nerves to.

It's best for new writers to create an outline before they write a paper. However, some more experienced writers write their outline after they have written a paper. Some never use an outline.

Before, during, or after you write your outline, start writing your paper's subtitles and keep perfecting their order.

## 22. Choose Your Thesis Statement

Your paper, article, report, or book's thesis statement is not its subject or its topic. It's your interpretation of a question, a subject, or a cause *you believe strongly enough to fight for.*

## 23. Write In Ways That Are Easy to Read

### Readability determines how quickly and how easily a reader understands a written statement

"Put yourself in the reader's place". — William Zinsser

How readable a text is depends on its content (its composition and vocabulary) and its presentation (its font size, line height, character spacing, and line length).

It took an extraordinarily intelligent man who was born in Austria and earned his doctorate in law from the University of Vienna in 1933, left Nazi Germany in 1938, earned his Ph.D. in library science from Columbia University in 1943, and became a United States citizen in 1944, to notice English's many flaws, point them out, and teach journalists, advertising and marketing agency writers, authors, other professional writers, teachers, professors, scholars, and others how to communicate more effectively and easier. He was also a writing consultant for the Associated Press. In his first book, "*Plain Talk*" (1946), based on his Ph.D. thesis, "*Marks of Readable Style*" (1943), which he rewrote in "a more readable style", Rudolf Flesch explains that "people talk *plainly* as long as they don't think about it. Without rehearsal or preparation, people express themselves well in conversation, use filler words between important words, and space their ideas.

Plain talk's "*in-between spaces*" are its biggest benefit. They give everyone the needed pauses, or casual content, *between* ideas. Though it often includes what may seem to be irrelevant information, "Without

plain talk, most readers have no time to" understand the stated information. Like small talk, plain talk puts every listener at ease.

| THE FOLLOWING INCREASE READABILITY |
| --- |
| • Good composition and vocabulary |
| • Optimal font size, line height, character spacing, and line length |
| • Text written the way people talk—or concisely. |
| • The amount of white space on a page. |

Writing the way people talk is spontaneous and delightful but always wordy because it includes obvious things, repeated things, things said out of order, and mistakes are ignored or corrected as part of the narrative.

In his enlightening book, "The Art of Readable Writing" (1949), Rudolf Flesch wrote, "The centuries-old struggle between literary and colloquial [ thus conversational ] English is almost over, and *Write As You Talk* has become the almost universally accepted rule. But what does it mean to 'write the way you talk'? It's a good rule as long as you understand that, like The Golden Rule, it's a magnificent idea and ideal," but though writing the way we all talk is often one of the best ways to write, few people know that. Instead, almost everyone mistakenly believes that to write well, they need to write clever, sophisticated, stuffy, convoluted, runaround, or hard-to-read, unusual sentences. No. The secret to good writing is simplicity. Anyone can put a reasonable facsimile of their ordinary self-talking on paper and be even best understood by writing "certain things that will make it" look and "sound like talk." Though prose written the way people talk is easy and fun to read, it's wordy and uses more space, time, and energy than concisely written prose. When time isn't an issue, thinking, talking, or writing unconcisely—even wordily—is okay.

The key to the success of "My Weekly Reader" and its most helpful feature was that William S. Gray always wrote it using the shortest, simplest, and easiest-to-read sentences. He made that grade-specific classroom magazine easy and fun to read. From 1928 until

2012, that unique, pivotal publication served elementary students in over 50,000 schools across the U.S.

To make sure readers of any age comprehend (especially new) information, it's often best to rearticulate or reword certain statements differently and repeat them. Dale Carnegie is known for using that technique in "How to Win Friends and Influence People" (1937), his overnight best-selling, famous self-help book. It was also perhaps the first self-help book.

## 24. Sometimes an Introductory Statement Is Unneeded

Each of the following sentences *seems* to require a comma after the introductory statement, but you do not need to write a comma because the introductory statement is part of the sentence's subject, not a dependent clause or phrase—like in "After getting up, we ate breakfast". "After we got up we ate breakfast" does not need a comma after "up". Without that comma the sentences flows because it's how people speak. I could have written the preceding sentence with commas, as in, "Without that comma, the sentence flows, because it's how people speak". But they are unneeded.

## 25. Sometimes a Linking Word is Unneeded

Linking words are often comparative conjunctions (conjunctions that compare things, like "whereas" or "however"), specify time, show exception, deny, exclude, praise, give details, emphasize, say you're adding things, or express a wide array of other things. "And", "also", "additionally", "with", "together", "jointly," and others add things. "Bigger, "fatter", "skinnier", "taller", "shorter", "funnier", "smarter" compare things. "First", "last", "second", "third", "fourth", "subsequently", and "finally" introduce a sequence. "Therefore", "but", "because", and other linking words introduce a cause-and-effect relationship.

The next phase of working with a sentence's idea units written in separate lines is to delete all useless linking words. Copy the sentence written with its idea units listed one below the other. Paste the copy into your paper beneath the original sentence, and look for any linking

words to see which linking words you can delete to have the sentence function as well or better.

If you have the time, keep rewording a sentence until it says exactly what you want to say and how you want to say it, and you are completely happy with it. If you don't, at the very least, write in a way that everyone will understand what you wrote and not need to ask you a question.

## 26. Use Contractions More Often

Most formal, academic, or business writing no longer prohibits the use of contractions. Contractions continue to gain acceptance because they always make the point faster by combining two or more words in a unique, simplified, contracted way.

Many contractions replace the missing letter(s) with an apostrophe, the way the apostrophe in "don't" replaces the second "o" in "do not". Everyone understands them, likes them, and uses contractions because they inform faster. Contractions quicken communication. If—as seen from the traditional point of view and policy—a contraction does not degrade your statement, use it. But you don't need to or have to use contractions every time. For example, in some situations, in one same sentence, you can say, "It is", and a few words later, you can say, "It's"—or vice versa. The same applies to two contiguous or noncontiguous sentences. Go by what sounds best. But unless you're quoting someone, never use a contraction in a formal or academic paper. Contractions are not used in formal settings or official documents because contractions are informal. That is one reason some official federal government documents and publications do not use contractions.

William Zinsser, the author of the excellent book, "On Writing Well", wrote: "Your style will be warmer and truer to your personality if you use contractions like "I'll" and "won't" and "can't" when they fit comfortably into what you're writing".

The "APA Style Blog" says, Do not use contractions in "scholarly writing, except" when "you are reproducing a direct quotation that contains a contraction (e.g., a quotation from a research participant), leave the contraction as-is." When "you express an idiom that contains a contraction, as in, 'Don't count your chickens before they hatch', leave

the contraction, don't say or write, 'Do not count your chickens'." When "you are making an off-the-cuff or informal remark in an otherwise formal paper, it's okay to use a contraction. You might find that kind of remark in a footnote or a parenthetical statement. Scientific writing should be formal but need not be stuffy. As long as the overall tone is appropriately formal, it's okay to have a moment of informality" (blog.apastyle.org, 2023).

The official U.S. Government website, PlainLanguage.gov, says: "KEEP IT FRIENDLY; Use contractions" (2023). "While many legal authorities say that contractions don't belong in legal writing, Bryan Garner, a leading authority on legal writing, advocates their use as a way to make legal writing, including opinions and rules, less stuffy and more natural " (Danielson and Larosa, 1989). Writing things how you normally articulate and talk and using contractions makes them easier to read because everyone speaks using contractions. After you get accustomed to saying and writing contractions, such as "it's", their uncontracted version, in its case, "it is", might sound lethargic.

Contractions make messages easier to read by making what you write sound like how we all talk. For example, saying "It ain't over till it's over" flows, works best, and is better than saying "It is not over till it is over", which sounds overly formal, stiff, mechanical, and wrong. After you accustom yourself to say and write contractions, such as "it's"—"it is" starts sounding lethargic. "It's" usually works better than "it is" and is only one beat, like "isn't", the contraction of "is not".

How formally you write something depends on who will read it. If you are writing a cover letter for a job application or writing an essay for a class, write formally. If you're writing a letter to a friend, write informally. Formal legal and technical must not contain contractions.

Don't say or write "would of", "could of", "should of", "must of", "might of", "may of", "ought to of", or "shouldn't of", "mightn't of, etc. In each one those expressions, replace the "of" with "have ". For example, write "would have", not "would of".

The contraction "ain't" can mean "am not", "are not", or "is not", "have not", "has not", "do not", "does not", or "did not". It's a kind of one-stop-shop for saying something "wasn't", "isn't", or "didn't". In the US—informally—sometimes many cultivated speakers sometimes say "ain't" (William Zinsser). "Ain't" apparently began as "amn't", a contraction for "am not", still used in Ireland and Scotland. "Ain't" is

recorded in the early 1700s, with ”amn’t” found a century before. ”Ain’t” is also influenced by ”aren’t”, the contraction for ”are not”, recorded in the late 1600s (thesaurus.com). However, “ain’t” is only occasionally spoken, rarely written, considered bad English, and almost always indicates that the user has received little education, is low-class, and poor. “Ain’t” also tends to come out sounding nasal, so it’s best not to use it.

Talking about informal language, in her great book, “Sin and Syntax”, Constance Hale writes: “Don’t shun slang, especially when it’s vivid and musical, and fills a gap in the lexicon”.

## 27. A List of Contractions

| | | | |
|---|---|---|---|
| aren’t | isn’t | wasn’t | weren’t |
| can’t | couldn’t | mustn’t | |
| don’t | doesn’t | didn’t | |
| haven’t | hasn’t | hadn’t | |
| here’s | how’s | there’s | |
| he’s | he’ll | he’d | |

| | | | |
|---|---|---|---|
| I'd | I'm | I've | |
| isn't | it's | | |
| shan't | shouldn't | won't | wouldn't |
| she's | she'll | she'd | |
| they're | they've | they'll | they'd |
| we're | we've | we'll | we'd |
| what's | where's | who's | |
| you're | you've | you'll | you'd |

## 28. Concise Sentences Reduce Costs

It costs around $1,000 per/minute to produce a movie, or around $100,000 to broadcast a 30-second national television commercial. To employ the least time, labor, and money and earn the largest profits possible, almost all movies, documentaries, television commercials, or television program scripts contain the least possible wordy expressions.

To save paper, most of the text in the 1,260 daily newspapers, books, and magazines published in the United States is concise. The total time all the readers of any concisely written publication save is enormous, and the time all the readers of those publications save is colossal. Because typically more than one person reads each sold and circulating copy of a publication, readership figures are always greater than circulation figures.

## 29. Avoid Starting a Sentence With "And", "Also", or "Additionally"

More often than not, at the start of a sentence, the word "And", "Also", or "Additionally" is unneeded and best deleted. But sometimes, one of those words might help. Decide what will work best in each sentence.

Because we are all in the habit of starting sentences with one of those three words or often also unnecessarily using them midsentence, after you write a paper, use *Microsoft Word's "*Find" feature to find every sentence you wrote that starts with or includes any of those three words. Go to ( Edit > Find > Replace), and in the search term rectangle, type a period and a space (". "). Then type ". And" for the "Find" feature to take you to each instance where you used ". And" so you can decide whether or not you need each ". And" it showed you. Then check each ". And" again to confirm that you do not need each ". And" you did not delete. Then do the same thing to find the sentences where you used ". Also". Then do the same to find the sentences where you used ". Additionally". Decide whether to leave those words in or delete them.

Ask the *Find* feature to take you to each instance where you used "and" midsentence. Do the same to find where you used the words "also" or "additionally" midsentence, and decide to leave in or delete each one of them.

In this 50,000-word book you are reading, *Microsoft Word* instantly took me to over 50 sentences that started with ". And", and I deleted about four of each five sentences that I had written starting with ". And".

## 30. Don't Use "By", "Really", "Very", or "You Can"

### BY

Saying or writing the word "by" is usually unnecessary and drains time and energy. If you wrote "by" in a sentence, delete the "by". For example, if you wrote "BY working hard, he became rich", say or write "Working hard, he became rich". Don't say or write "It WAS used BY the Germans". Say or write "The Germans used it". Don't say or write, "The deadline WAS extended BY the teacher. Say or write, "The teacher extended the deadline". Not using BY also made it unnecessary to use the ward WAS.

### YOU CAN

For example, when you write instructions, write "then open the door", not "THEN YOU CAN open the door". Keep it simple and direct.

## 31. Instead of "There is" or "There are", Use "Has" or "Have"

Instead of "There are 200 rooms in this building", say or write, "This building has 200 rooms". Instead of saying or writing, "There are many types of dishes in restaurant menus", say or write, "Restaurant menus (contain; have; list; show) many dishes". Instead of saying or writing, "THERE IS one idea I have", say or write, "I have an idea". Instead of saying, "THERE is a sucker born every day", say or write, "A sucker is born each day". The alternative way makes it unnecessary to use "THERE" and sometimes also "ARE".

Instead of "THERE is an uptown number two train approaching the station", get rid of "THERE" and say: "An uptown number two train is approaching the station" to trim one second off the time it takes to deliver that crucial message to everyone who is waiting for a train—especially during rush hours. Each time anyone does not say "THERE", everyone saves one second. The time everyone will save each day when those announcements stop saying "THERE" will add up to hours, which multiplied by 365 days, years, decades, etc., add up to lifetimes. I capitalized "THERE" and other unneeded words to label them as *unneeded*.

## 32. Instead of "OF THE" —Use the Possessive Noun

| DON'T SAY OR WRITE | SAY OR WRITE |
|---|---|
| The door OF THE car | The car's door |
| THE challenges OF future | Future challenges |
| The father OF THE girl | The girl's father |
| The husband OF THE woman | The woman's husband |
| The core OF THE Earth | The Earth's core |
| In the opinion OF THE court | In the court's opinion |
| The size OF THE box | The box's size |

Though the formal way to say or write it is how the expressions in the left column are written, it is more expedient to use the possessive noun instead of saying "of the"— as in the left column.

One example of those two different ways to express *possession* is: "If the amount of text exceeds the size OF THE box, pull the bottom line OF THE box down." The simpler way (and how most people say that) is: "If the amount of text exceeds the box's size, pull the box's bottom line down.

## 33. Don't Use "This" When Mean "That"

Though "this" is not "that", "these" are not "those", and "here" is not "there", most people do not see that it's a big mistake to, for example, say "this idea" when the idea is in a preceding sentence, not in the sentence "this idea" is in. Believing both words in each of those three pairs mean the same thing or that it's correct to use what is in reality the incorrect word in any latter sentence, almost everyone mistakenly uses "this", "these", and "here", when the correct words to use are either "that", "those", or "there".

For example, if you said or wrote, "Everybody loves pizza"—in any "subsequent" sentence, the correct thing to do is to refer to everyone's love of pizza as "that idea", not "this" idea. Saying or writing "this idea" in a sentence where the idea is not mentioned is incorrect because the idea is *not in the same sentence* the idea is in. It's in a preceding sentence.

Each word in those three pairs means different things and is not interchangeable. Even Rudolf Flesch, the top reading and writing genius scientist, wrote “this” every time the correct word was “that”. Though it may exist, excluding what we wrote in this book—the error I am pointing out is common, if not ubiquitous, because I am 100% certain that to date, I have not read anything where the writer does not make one of those three mistakes. Are we the only editors who realize that? Or are we mistaken?

In the penultimate sentence, it would be wrong to write “realize this”, because “realize that” is correct.

## 34. When You Mean “The Following”, Don’t Use “This”

When you refer to anything that is in a subsequent sentence, not in the sentence you are writing, do not refer to it as “this”. Refer to it as “the following”. For example: “He said:" is correct. “This is what he said:” is incorrect.

## 35. Vigorous Verbs Inform Fastest

Vigorous verbs inform fastest. Instead of saying or writing “gave assistance”, write “assisted”. To do a verb check on the words in each sentence or paragraph, yellow highlight each verb. Then, look to see if a synonym verb exists that will improve your sentence.

| WORDY | CONCISE |
|---|---|
| gave assistance | assisted |
| made an objection | objected |
| conducted an investigation | investigated |
| did an audit | audited |

## 36. Usually Place the Adverb Before the Verb

The same way the adjective almost always works best when placed before the noun, as in “big house”, instead of “house big”, it’s

usually best to say or write the adverb before the verb. Placing the adverb after the verb makes the adverb sound like an afterthought, a tag, or something someone almost forgot to tell you but remembered and told you. For example, "Easily Write Better" informs better than "Write Better Easily".

Though "to not do " is used in less formal contexts, in formal contexts, use " not to do ".

## 37. Say or Write Anything You Want

Anytime you write, write knowing that you're going to need to make a massive quantity of changes to whatever you write. So write anything *whatsoever!*

Feeling afraid that someone who hears you say something or reads something you wrote will think it's foolish can stop you from saying or writing what you *really* want to say or write.

Sometimes your subconscious will warn you that someone might not like—or even hate something you say or write and even *feel like killing* you. Other times, you might feel happy, funny, or feel some other emotion telling you that saying or writing something you really want to say or write is good, but remember not to show it to anyone else unless you are certain it will be safe to do so.

Nonetheless, when you are completely alone—if only to get it out of your system—say anything you want to say, and say it as *loud* as you want, and use any words you want because you will be the only person who'll hear you say them. If what you allow yourself to say out loud is useful, write it, and only if you are certain that it'll be safe for you to share it with others—do so.

When you're alone, you can also tell yourself what you "really" think by saying it into the *Voice In Speech-to-Text* app in *Gmail*. Or, to not concern yourself with making sure the app types exactly what you say, audio-record yourself even ranting and raving, then transcribe what you said.

Never censor yourself when you write because you can always delete any word or idea you wrote before you show it to someone. Letting the words in your brain flow down via your arm and hand down to your paper is called “freewriting”.

To prevent anyone from feeling offended after hearing or reading something you said or wrote, remember to never say anything that might offend anyone or show anyone *everything* you’ve written. Before showing others something you wrote, be extra careful to edit and reword it in ways that are sure not to offend someone.

Every person is a world. Every person is very different. William Zinsser clarifies that “Writing is an act of ego”, says: believe in yourself and in your opinions, and reminds us to ask ourselves: “Ask yourself: ‘Who am I writing for?”

## 38. When You’re Alone, Say Anything You Want

“Say It Out Loud” is a book by Vasavi Kumar. “Say it loudly” is the concise way of saying “Say it Out Loud”.

Composing a sentence is like inventing, drawing a blueprint, or developing, building, and testing a new *machine*. Every machine must work.

No matter where a part of a sentence will go ultimately be placed in your paper, the instant you feel like saying something—if you’re alone—say it, and say it as loud as you want. Keep saying your thoughts as loud as you want until you've said everything you needed to say. Then study each sentence and study each of its parts to—if the sentence needs it—delete or add words to optimize it.

Then, arrange each part of each sentence in different ways until you make each sentence flow and say what you want it to say, the way you want to say it.

If a sentence has only two parts—be they only two words, two phrases, or two clauses—say the second part first. If a sentence has more than two parts, rearrange them in every way you can until you find the best word order.

## 39. Use the Active Voice

The active voice is direct, more effective, and concise. It makes sentences more engaging. Instead of saying or writing: "The ball was thrown by the quarterback", say or write: "The quarterback threw the ball". Instead of saying or writing: "Over 10,000 galaxies WERE photographed BY the Hubble Telescope", get rid of "WERE" and "BY" and say or write: "The Hubble Telescope photographed over 10,000 galaxies".

Using "by" usually makes a message or sentence passive and longer. Instead of saying or writing, "BY running you will ", delete "By" and say or write, "Running you will". As you can see and are probably beginning to understand, it is usually not necessary to use the word "BY" or other words known to be unneeded or *useless*.

*To help you familiarize yourself with the words that are usually unneeded, in this book, most unneeded words are in* ALL CAPS*.*

## 40. Use Full Words

Each word is also full or empty. Full words inform. Empty words do not inform. Empty words only join words and can usually be omitted. If someone was talking to you and said: "Besides, however, nevertheless, as it is, with regard to, inasmuch, hence, but, indeed, or any other word of that type, you would feel puzzled and ask yourself: When will that person start saying something meaningful? Up to now, they've only said a series of empty, uninformative words (Rudolf Flesch).

Make any sentence concise and perfect by identifying its *empty words* and seeing if the sentence will still work if you deleted any of its empty words. Then, reword the sentence using only *full words*, along with the indispensable (full or empty) words that connect that sentence's words.

## 41. Each *Sy•lla•ble* Plays One Beat

To know how many syllables a word has, count them. For example, the word "tar•get" has 2 syllables and 5 letters (2:5). The word "goal" has 1 syllable and 4 letters (1:4).

To make syllables and consonants graphic and to make it easier to count a word's syllables, insert a bullet ("•") between each two syllables and their consonants ( Option 8 on Macintosh computers, Alt

key 0149 on a PC ). And occasionally between a syllable and a consonant, as in “hiring” (hi•r•ing).

In each word with two identical letters next to one another—as in the word syl•la•bles, each identical letter is always made part of the adjacent syllable.

## 42. After Each Comma, Clap Once

A comma indicates a short pause of about one-half second between words. It helps to make what you wrote clear. Each syllable makes one beat. Concise words have fewer syllables, thus fewer beats. To talk and write more rhythmically and master syllables and beats, rehearse by reading your sentences aloud to “hear” the natural places that need a comma, a semicolon, or a colon to prevent ambiguity and eliminate confusion. Then reread the text, clapping your hands or tapping your thigh (as loud as you like) the correct number of times:

| | |
|---|---|
| • One time after each comma | *clap* |
| • Two times after a colon or semicolon | *clap-clap* |
| • Three times after a period | *clap-clap-clap* |
| • Three times after a question mark | *clap-clap-clap* |
| • Three times after an exclamation point | *clap-clap-clap* |
| • Four times after a paragraph | *clap-clap-clap-clap* |

## 43. Include an Advanced Word

When people hear or read an advanced word, they know the speaker or writer is very intelligent and knowledgeable. Preferably near the beginning of a conversation or paper, always say or write at least one advanced word to make people remember you. Though it’s usually best to use simple words *everyone* understands, situation permitting, you might like to sprinkle a few advanced words in your conversations, verbal presentations, or papers. One day, as I explained something to a police officer in Florida about a group of institutions, I called them an “apparatus,”. His eyes lit up and he smiled.

## 44. Include a Short Human Interest Anecdote

People are most interested in people. "Human interest makes for easier reading" (Rudolf Flesch, 1946). Scientific tests and research show that because "humans know nothing so well as humans", after themselves, their main interest is people. People enjoy reading about people more than "about anything else".

## 45. It's Best to Speak or Write Positively

### Feel, think, articulate, say, and write about positive things and do so in a positive way

Any word you think of will affect how you feel. Exposing someone to a specific word pulls them into that word's world or reality. Stay away from or tune out all negative things and every negative word because each, even minuscule thing you expose yourself to is positive or negative and can produce a domino effect of similar consequences.

Good or bad, everything is contagious. For instance, merely mentioning the word "forget" takes anyone who thinks, says, hears, writes, or reads it into the world of forgetfulness and might cause them to forget things. Don't say, "Don't forget to", say, "Remember to". The word "remember" gets everyone to remember things and remember to do them.

Albert Einstein said: "Stay away from negative people. They have a problem for every solution". Reordering some of the words in "For every problem, there's a solution" transforms it to "For every solution, there is a problem"—an enlightening brilliant marketing strategy philosopher Alan Watts explains in one of his excellent YouTube videos.

Visualize each word as a volcano waiting to erupt the instant someone thinks, says, hears, writes, or reads it. Each word was coined for a reason and has an inherent purpose and mission. Based on each word's meaning, connotations, history, reputation, and other factors, each word has greater or lesser power to make anyone who thinks, articulates, says, hears, or reads it express things.

Each word also has its own set of connotations. A connotation makes each word mean something slightly different to each individual. Another thing that makes a specific word mean something slightly or very different to someone is a memory the person has that is related to

that word. Each time we think of, hear, or read a specific word, it taps into our memory bank, and mainly on a subconscious level, it activates every memory of every experience we had that is related to it. An individual's name is the best example of that phenomenon.

"No word ever means *exactly* the same thing to two different people" (Rudolf Flesch). That is because the experiences each individual has had when that word came into play are different from the experiences other people have had in such situations. That makes certain words mean something slightly different to each individual. Sometimes, a specific word or phrase both or only one of them used at some point could be the main thing they have in common, or the only thing.

The famous German poet, playwright, novelist, scientist, statesman, theatre director, and critic Johann Wolfgang van Goethe said, "Everyone hears but what he understands". For instance, when an individual does not know a language, he or she will tune out what they hear someone say because to them just about every word they hear someone say in that language might sound about the same. He also said, "Anyone who doesn't know foreign languages knows nothing of his own." I would say: "little" of his own.

Choose wisely. Each feeling or thought you have is good or bad for you. Each thing you feel, think, eat, drink, or do makes you feel just a little bit more alive or reduces your health.

Bad choices and bad moves produce bad consequences. Good choices produce good consequences.

## 46. Use Person, Individual, or Human (Being)

"Individual" is a distinct, indivisible person, and it is the formal word used to refer to a "person." It connotes a set of characteristics that are unique to that individual and portrays each person as being a unique individual.

"Person" is more common and can be replaced with the word "someone". Scientific or academic publications and also legal documents and law enforcement agencies typically use "individual".

Though it's best to consistently say or write either "person" or "individual", you can differentiate between two people by calling one a "person" and the other an "individual". Anytime you talk or write,

choose between using “person”, “individual”, “human”, “human beings”, “people”, “we”, they, them, or “us”.

*<https://www.differencebetween.com/difference-between-person-and-vs-individual/>* gives more details.

To sound more scientific, refer to individuals or to people as “humans” or as “human beings”.

## 47. Use a Text-to-Speech App

There are many brands of text-to-speech apps. To listen to and better understand, edit, and reword anything you wrote, use a text-to-speech app such as *Microsoft Word’s* text-to-speech feature, or cut and paste text into *TextEdit’s* text-to-speech feature. Click Edit > Speech > Start Speaking. It’ll say what you pasted in or typed. Siri’s voice is one of the most pleasant. To have her narrate something you wrote or any other text, paste it or type it into *Google Translate*. Hit the “play” icon (the logo of an electric speaker ). And listen to Siri narrate it.

## 48. Read What You Wrote

“Sound and rhythm should go into everything you write”

— William Zinsser

Always read from beginning to end what you wrote to “hear how your words sound” because that’s how they’ll sound to the readers.

Ask a friend to read parts of your paper, and take turns reading a few sentences so you can both identify your paper’s flaws by reading it and by hearing yourself and also someone else read it. Then, reword some phrases to sprinkle in just a few alliterations and perhaps other types of pleasant or distinct combinations of words.

## 49. Speech-to-text Apps Also Transcribe Audio-recorded Words

To write by talking into a speech-to-text app, download the *Chrome* browser to your mobile device. Install the free *Voice In Speech-to-Text* app into *Gmail*.

| |
|---|
| 1. On your desktop computer, Open *Google Chrome* |
| 2. Open *Gmail* and create a new email to compose. |

| |
|---|
| 3. Click the cursor in that Gmail message you will be creating |
| 4. In Chrome's Edit menu, select "Start Dictation" |
| 5. Hold your mobile device near the computer's microphone |
| 6. Play the voice recording from your mobile device into the *Voice In Speech-to-Text* app. |

Use one mobile device to play the voice recording from your mobile device. On your desktop or laptop, transcribe that recording into *Gmail* using *Google Chrome*. In the *Google Chrome* browser's menu, select "Start Dictation".

Michel Montaigne, Voltaire, John Milton, Adolf Hitler, Winston Churchill, and Agatha Christie dictated their books to a human assistant. In 1886, Alexander Graham Bell and Charles Sumner Tainter patented the graphophone, a device that improved on Thomas Edison's phonograph which used wax cylinders for record and playback. The graphophone came to be called the "Dictaphone".

## 50. Use Little Rhetoric

Rhetoric is the art of persuasive talking and writing using figures of speech and other compositional techniques. Along with grammar and logic, it's one of the three ancient arts of discourse. Aristotle said it is a combination of the science of logic and the more ethical branch of politics. Though everyone likes to hear rhetoric and enjoys reading it, it can be wordy, pretentious, and distracting.

Repetition is a standard rhetorical device. Anyone is free to repeat words or phrases anytime they talk or write. When you say or write the same idea or message in a different way, you reinforce it, ensure that your audience receives and understands it, and add variety.

## 51. Ask Direct Questions

We ask people we know direct and short questions, such as "Where's the bathroom? " But we ask strangers or people we haven't spoken to before indirect and longer questions, such as, "Excuse me, could you please tell me where the bathroom is? " Direct questions are informal, short, and simple—thus concise. Indirect questions are

longer, formal, and wordy. When you write, it is best to ask direct and concisely-articulated questions.

## 52. Wordiness Wastes Time, Energy, and Resources

| WORDINESS |
| --- |
| • Slows down or stalls message delivery |
| • Always dilutes a message |
| • Clutters a message with useless words |
| • Creates hurdles readers must jump over to get to the point |
| • Tends to muddle every listener or reader's thoughts |
| • Can rob everyone of time, energy, resources, and money |
| • Usually makes people less alert |

Almost everyone is wordier than they realize. Wordiness is a bad habit. Gradually replace it with the good habit of being concise.

## 53. Nonetheless, Sometimes It's Okay to Be Wordy

Though it's usually best to be concise, sometimes it's best to be wordy. At a party and in other informal, casual situations, it's perfectly fine to be wordy. In part because wordy expressions are fun to say or hear. They're also fun to read, write, hear in songs, sing, or hear in a play, television show, or movie. Sometimes, a long or fancy word or a wordy expression is the perfect one to use. The wordy way to say things is often more melodic, more musical, and even more fun.

However, when doing business or in serious, high-stakes situations, it's usually best to be concise and quickly get to the point.

## 54. Reword and Repeat Crucial Statements

Sometimes, you will need to reword a statement to make sure your audience comprehends an idea. It's also often better to express an idea in two different ways or to surprise people, to say the opposite—then to explain that you said the opposite to help the audience understand a situation. It's also good to first say or write an idea

formally, then informally, positively, then negatively, or seriously, then humorously, or vice versa.

## 55. To Write As Effortlessly As You Speak, Write Daily

Writing lets people see their thoughts as words, think clearer, more precisely, faster and better, edit and change the words they used to capture a thought to perfect it and get the most out of it.

| WRITE BETTER, THINK PERFECTLY, AND LIVE BETTER |
|---|
| 1. Never eat a food that made you sick |
| 2. Only eat fresh and healthy food |
| 3. Eat digestion-friendly foods |
| 4. Do not eat foods that inhibit digestion |
| 5. Do not add salt or sugar to your food |
| 6. Do not eat starch and protein in the same meal |
| 7. Do physical exercise |
| 8. Do hot and cold water therapies |
| 9. With a shampoo brush, massage all your body |
| 10. Align your neck's muscles, bones, and spine |
| 11. Go to bed early |
| 12. Sleep in the darkest bedroom |
| 13. Get up early |

The difference between how you feel when you do the above thirteen things and when you don't is as different as the day is to night.

Talking, reading, and writing are magnificent visible or audible applications of intelligence and the other abilities God gave each of us.

People who write daily think better, and many live significantly better lives. Writing daily is the most reliable way to improve your comprehension, thinking, reasoning, and writing skills (articulation, composition, editing, and rewording), as well as your outlook, expectations, and life. When you write daily, you also create a

momentum that helps you get to know yourself better and be fully conscious. Those skills will help you better comprehend yourself, people, life, and society. Writing always and infallibly helps you make sense of everything you feel, think, and do, along with the many things you experience or discover each day and the new people—sometimes peculiar or in some ways funny people you meet.

Writing daily, the day will come when you find yourself writing as effortlessly, as quickly, and as well as you speak. Writing daily, you teach yourself more words and how to use them more effectively. Do all you can to make writing daily a habit and get into it.

Seeing that writing daily I wrote better each day told me that the day when I would be able to articulate and write exactly what I was feeling and thinking exactly how I wanted to—even faster and easier each time—was coming. It came last week, years before I expected, and I feel like I'm dreaming. My astounding writing ability, my new power, is also letting me come up with new ideas every day and write more, easier, and better.

Writing and psychotherapy are two proven ways to experience "catharsis". They let you identify and then get rid of any emotions you may be unknowingly suppressing or repressing. When you don't write daily, the opposite tends to happen. You stop thinking as clearly and as well.

# EDIT, REWORD, REWRITE

## 56. Edit, Edit, Edit

Rewriting is the essence of writing—professional writers rewrite their sentences over and over, then they rewrite what they rewrote. —William Zinsser

Each time you edit, you will see errors you had not noticed. Then, reading your paper *aloud,* you will probably detect other errors.

(William Zinsser)

But because your paper only comes fully alive when you *read it to someone else*, find a friend who will want to listen to you read part of your paper to them and read other parts to you so you can both catch other errors.

No one knows exactly why, but reading text on a computer screen typically does not let anyone see *every* writing error.

To see the writing errors you were unable to see on your computer's screen, print your paper, edit it, and reword it. Then, on your computer's file, make the corrections you saw on the printed paper. And to not go in circles by again correcting the errors you found reading your printed paper—with different color ink pens, cross out each error you corrected on your computer's file based on the corrections you made using proofreader's marks on the printed pages.

To spot ways to improve *subtitles* and perhaps also other things in your entire paper or manuscript, before clicking "print", specify that you want to print "6 pages" on each *horizontal* sheet. Seeing that many pages on one sheet gives you a bird's-eye-view of them.

## 57. Use Four Different Ink Color Pens to Edit

It's easier to distinguish, edit, and reword text marked up and comments written in different color inks. Use a black or blue pen to handwrite notes about what you wrote on a page that contains the words you wrote by hand or typed and printed. But use a red, green, blue, or black pen to edit and reword. Using a different color ink creates contrast, variety, and beauty, stimulates your brain positively, reduces monotony, and lets you distinguish things better.

Anytime you see a way to improve or correct the way you composed a statement, make the improvement or correction on a printed or handwritten page on the spot, right then and there.

And after you make an edit on a printed page, make it on your computer file ASAP. To not go in circles not knowing which edits you made and which edits you need to make, immediately after making an edit, rewording, or correcting something on a page on your computer's screen—cross it out or strike it through [ ~~strikethrough~~ ] on your printed or handwritten page. If you made an edit on your paper with a red pen, after you input that correction, cross it out with a green pen (or vice versa). The contrast different or more so opposite colors create lets anyone instantly distinguish between the different proofreaders' marks made on a printed page.

Also try handwriting using different color inks. The color of the ink you write with influences how you feel, and will influence what you

write. Try writing the same paragraph in one color ink, then writing it in a different color ink. The more different the colors are, the more different what you write will be.

## 58. Strike Through Each Uniformative Word Give It a Background Color or Do Both Things

### A struck-through word is unignorable

Make the useless words you spot in a paragraph stand out by striking each of them through. To "strikethrough" a word means to draw a line across it—like ~~this~~. An unneeded word, also called an unnecessary word, does not inform. It doesn't do anything good. Instead, it degrades any sentence that has one or more of that type of word. Call them "useless".

On Macintosh computers, in Microsoft Word, the strikethrough command is to the right of the Bold (B), Italic ( I ), and Underline (U) icons on the "Home" dashboard and shown as "~~ab~~". Select the word you want to strikethrough and hit *Control + Shift + X*. On PCs, to strikethrough, hit *Control + D or Alt + H + 4*.

After striking through all the useless words on a page on your computer's screen, make them stand out more, give each of them an electric yellow, electric green, or electric light blue background as in ~~four struck through words~~.

## 59. Avoid Using Verbs That End in "ing"

A verb that ends in "ing" makes a sentence weak. To make the sentence strong, use the core verb.

Say or write "I *feel* good", not "I am *feeling* good".

After continually confirming that the sentences where I changed the verbs that end in "ing" to the core version of those verbs were simpler and easier to read, I used *Microsoft Word's* "Find" feature to take me to every sentence in this book's manuscript that contained a verb that ends in "*ing*". Then I deleted the "ing" at the end of each one of those verbs and reworded those sentences and left in the core verb.

I no longer say or write sentences using verbs that end in "ing" unless it is indispensable to use such a verb, as in "I am running in the marathon". However, in the sentence "I will be running in the marathon

tomorrow", it is not indispensable to use the verb "running" because it can be written as "Tomorrow, I will run in the marathon".

To let the listener or reader know that you're referring to an ongoing, in some cases, repetitive action, it is usually necessary to use the verb that ends in "ing"—as in "Right now he is eating in a restaurant", to indicate that the action, in this case "eating", is taking place that moment, as in: "It's happening this instant", because the core verb "happen", does not express immediacy. Another example of a sentence where it is necessary to end the verb in "ing" is "Right now, I am working".

| Don't Say or Write | Say or Write |
|---|---|
| When you are talking | When you talk |
| When I am reading | When I read |
| When writing, I often | When I write, I often |
| We go running every day | We run every day |
| We are now offering | We offer |
| Words ending in "ing" | Words that end in "ing" |

Studying from first grade to the Ph.D. level, I was never taught that fundamental and extremely helpful writing technique. As far as I know, no school or college teaches students to avoid *ending a verb with "ing" and use the core verb instead.*

## 60. Word Order

### Correctly ordered, words sound like music

Word, clause, sentence, and paragraph order are crucial because order determines the meaning of every two or more words. It establishes importance and raises or lowers readability, comprehension, and impact. Each written message is a series of words written one after the other, and typically reordered to ensure that every reader can quickly and easily understand that message without needing to ask a question.

One of the various ways to order any sentence's words, clauses, sentences, or paragraphs is always the best. After writing any sentence, reword it in at least one more way, preferably in as many ways as you can think of. Most of those different versions will be longer or shorter than the original. If the shortest version works, and in that instance, you want to be concise—use it.

Shuffling, scrambling, flipping, or in some other way modifying the order of a sentence's words takes time, but makes it possible for you to see the different versions for you to choose the best one.

In the 1920s, Henry Luce, the founder of "TIME" magazine, shook the literary world by inverting the order of certain words in certain sentences. Encyclopedia.com says: "One of the major factors in the success of TIME magazine was the voice" its founders gave it. The two classmates out of Hotchkiss and Yale, Luce and Hadden, explained Lance Morrow in TIME magazine, "succeeded because they understood" that "history may be complicated, as life is complicated, but" that "the business of storytelling is simple. Their new smart aleck—distinctive, sophomoric, self-assured voice—thrived. The magazine's voice, Luce said, had three modes: 'Everything in TIME should be either titillating or epic or super-curtly factual'. At times, the magazine's brave novel style might have been overdone. In a parody of TIME published in the "New Yorker" in 1936, Wolcott Gibbs wrote: "Backward ran sentences until reeled the mind".

Clause order is as crucial. Each clause must have a noun and a predicate (a word that says something about the noun). And each clause usually includes a word that connects the noun and the predicate, as in "The car is beautiful". That sentence's key message is "car beautiful". "The" and "is" are that sentence's connecting words. Any clause or statement can also be called a *phrase*.

To verify the correct order to say or write two or more clauses, write each of a sentence's clauses on a separate line. And if changing their order makes them work better, change it.

For example, when a sentence has three clauses, reorder them in the following six ways: 1-2-3 • 1-3-2 • 2-1-3 • 2-3-1 • 3-1-2 • 3-2-1.

Compare the six sentencers arranged in those six ways, delete the five that don't work or that you don't like, and use the best one—the remaining one.

## 61. Order Actions Logically and Chronologically

Carefully write actions or events in logical and chronological order. Make sure you indicate which action came first, second, third, and so on. Then, verify that what you wrote is in logical and chronological order.

One example of saying or writing a sentence's parts in chronological order is: "Using my intelligence, I solved the problem". No one can first solve a problem, then use their intelligence. Saying or writing "using my intelligence" at the end of the sentence sounds like an afterthought or a tag. Because one must first apply intelligence to solve a problem, the unchronological, backward, and wrong order is, "I solved the problem using my intelligence". Do the following:

| ORDER THE FOLLOWING PARTS OF A SENTENCE OPTIMALLY |
|---|
| 1 - not shaving |
| 2 - saves me |
| 3 - ~~about~~ 15 minutes ("about" is unneeded) |
| 4 - ~~in the morning~~ (is unneeded) |

Delete the word "about"; it complicates that sentence. Because everyone shaves in the morning, "in the morning" is obvious, thus unneeded. However, "not shaving" is indispensable. The correct order and the concise way to write that sentence is "Not shaving saves me 15 minutes".

The more often you stop, think about, and check your sentences to make sure you wrote each action or event in logical and also chronological order, the more sensitive you'll become to logical and chronological order, and the more you will be able to detect and differentiate the order events took place in. Though sometimes anyone can do some things in an illogic or unchronologic order, everyone is usually subject to certain time constraints or deadlines. So, when you describe something that took place, write an accurate description of each thing a person did in the order that person did them. Deciding that someone is guilty before they are proven guilty is one example of doing

things in a backward, irrational, and in that case also in an unfair and foolish order.

## 62. Order Words Based on Their Importance

### To fully understand what you want a spoken or written sentence to express, reword it to express the opposite

Say or write a sentence's components
—its words and its ideas—
in order of importance,
because it will help
the person you are informing
to hear or read
the most important word first,
the second most important word second,
and so on.

The word or words at the start of a sentence get the most attention. But the last word or words impact more and are more likely to be remembered.

| ALWAYS GO IN SEQUENCE FROM |
| --- |
| • Less to more |
| • Less to more important |
| • No, to none, to few, to some, many, to most, to every or all |
| • Small to medium, to large, to larger, to largest |
| • What happened first to what happened second |
| • Close to near to far or from far to near to close |
| • Cause to the effect, results, or consequences |
| • Easy, to challenging, to difficult, to impossible |
| • Worse to bad, to not as bad, to better, to best, to perfect |

| |
|---|
| • The rule to the exception |
| • Known to new |
| • Known to unknown (or vice-versa) |
| • Common to rare |
| • Simple to complex |
| • Older to newer |

Always describe events chronologically—from older to newer—unless you need to describe them from the most recent to the oldest.

Always alphabetically order a thing's characteristics. For example, if a thing gets *bigger*, start with "small", go to "medium", then to "large", "larger", then to "largest". If something gets *smaller*, go in the opposite direction, from largest to large, to medium, to small.

Never go from, for example, less to more and then *back* to less. *Always state the cause before stating the effect*. The opposite order would be unchronologic. First write the cause, then its effect. Unaware of the difference and the consequences, some do the opposite. It's also correct and often best to start that type of sentence with "Because", state the cause, then the consequence(s). As in, "Because A happened, B happened". Or write, "A caused B to happen". However, "B happened because of A" sounds backward and is unchronologic.

Stating at the end of a sentence when something happened is incorrect and not as helpful as stating it at the beginning because it sounds like an afterthought, a tag, an orphan, or a dangling word. Therefore, say or write, "Today, she arrived from Wyoming. Do not say or write, "She arrived from Wyoming today". "Today" there sounds like an afterthought. *When* a thing takes place determines how important the event is and what consequences it will produce. Saying or writing, "He entered politics after the war" is unchronologic. "After the war, he entered politics" is chronologic. Usually write a comma after the word that states when an action took place.

Nonetheless, in some situations, depending on what you want to accomplish, you might need to go from, for example, the largest

quantity to the smallest, such as to show that some action or other thing has been decreasing.

## 63. The Inverted Pyramid

The first sentence in any article is the most important one because along with your paper's *first paragraph*, they must hook your readers. After you hook them, *never dump all the details on them at the start*. Keep giving them details gradually, incrementally. That will motivate them to keep reading what you wrote to learn more about each thing and each character you mention. Also, be careful never to give too many details. Just give the most important ones—the ones you need your readers to know.

Because most people read only the beginning of a newspaper article, *The Inverted Pyramid* is the time-tested journalism and mass media standard for writing any newspaper or magazine article. Write the most important information—the "Five Ws"- Who, what, when, where, and why— in the first paragraph. Then write the sentences that contain the *most* important information, followed by those that contain the *least* important information.

Some writers believe the last word always makes the greatest impact. Others believe a sentence's first word makes the greatest impact. Which word or words have the greatest impact *depends on the situation*.

Write every paper's conclusion in its last paragraph. At the end of each chapter and in the conclusion, it's best to recap, thus summarize, the key points. Dale Carnegie is famous for doing that in his overnight best-selling, now classic, self-help book, "How to Win Friends and Influence People" (1937 ).

## 64. To inform Fastest, the Word Order Invert

"How happened it that…"— Thomas Pain (1794 )

When writing a formal paper, do not invert the order of any words. Only invert them when communicating informally, playing, or truly needing to *urgently* express the most important word or words in a sentence or short message first.

The word that expresses the point is usually a verb. In the left column below, the subjects are *italicized*, the verbs are underlined, and in both columns **the most important word or words are in bold**.

| STANDARD | INVERTED |
|---|---|
| **Do not ask** what *your country* | **Ask not** what *your country* |
| can do for you | can do for you |
| *Error* is **a great teacher** | **A great teacher** error is |
| *He* might be **smoking** | **Smoking**, he might be |
| I am **here;** *I'm* **here** | **Here** I am |
| *I* could be **mistaken** | **Mistaken** I could be |
| *I* didn't **understand it** | **Understand it**, I don't |
| *I* got **hit** | **Hit** I got |
| *I* have **never** felt so loved | **Never** have I felt so loved |
| *I* have **said enough** | **Nough said** |
| *I* never eat **animals** | **Animals** I never eat |
| *I* was **unaware** that | **Unaware** I was that |
| *I* like **your book** | **Your book** I like |
| *I* see it **coming** | **Coming** it is |

## THE STANDARD WORD ORDER

The Standard Word Order, formally called the Subject-Verb-Object order (SVO), states the *subject* first, the **verb** second, and the object third. In the list above, the subject is in italics, the verb is in bold letters, and the object is in plain letters. As in, "*He* **sucks** oranges", "*Everyone* **eats** pizza", or "*Librarians* **help** readers". In a sentence, the *subject* is the person, place, concept, or thing the sentence is about. It can consist of one word, as in "*Tammy*", or a phrase like "*The smartest student in our class*". The **verb** is the action. The object is the noun or pronoun that the verb acts upon.

English and about 45% of the other languages use the Subject-Verb-Object word order (SVO), as in "*I* like **pizza**. (Fabian van den Berg). "**Pizza** I like", inverts the word order by putting the most important thing first. That sentence revolves around the word "pizza". Though "like" is also crucial, it is only slightly less important because it is only a step leading to "pizza", and could instead lead to anything else—such as "bananas", "carrots", "peanuts", or anything else the person likes.

The idiom "*Time* **flies**" is one of the few sentences that only contains a *subject* and a **verb**. A few single-word sentences, such as "Go" or "Don't," contain only a verb. The one-word sentence "Perfect" is an adjective.

# THE INVERTED WORD ORDER

## Express the most important word or words before the details

The Inverted Word Order, formally called the Object, Subject, Verb order (OSV), is also called a "Hyperbaton" or an "Anastrophe" (in Greek, that means "turning around"). However, sometimes, a sentence whose words are inverted might start with a word that is not an object, such as the verb "smoking". As in "Smoking, at any time anyone might be". Whereas the standard word order would say, "At any time, anyone might be smoking." Poems often use the Inverted Word Order.

Almost everything "Star Wars" movie character Yoda said was in the Inverted Word Order. "The way Yoda ordered" the words in his "sentences sound vaguely riddle-like and add to his mystique" (Adrienne LaFrance). He brought the Inverted Word Order into the public arena by saying things like "A great teacher, error is", "Truly wonderful, the mind of a child is", "Patience you must have", "Death is

a natural part of life. Rejoice for those around you who transform into the Force. Mourn them do not. Miss them do not. Attachment leads to jealousy". "The shadow of greed that is", "Do or not do, there is no try", "Luminous beings we are, not this crude matter".

Star Wars creator George Lucas said: "I had to come up with a language that was alien but understandable". So, I had Yoda reverse every sentence.

We designed his language to make it easier for the viewers to grasp, like, and remember Yoda's advice.

https://www.youtube.com/watch?v=Epos28KBE1o

In the following list, in the left column, the word in **bold** letters informs most. The verb is underlined. In the right column, the most informative word is in **bold**, verbs are not underlined.

| STANDARD | INVERTED |
|---|---|
| *It* is **bad** | **Bad** it is |
| *It* is **cold** | **Cold** it is |
| *It* is **hot** | **Hot** it is |
| *It* is not **simple** | **Simple** it (ain't; is not) |
| *It* is **smart** to get up early | **Smart** it is to get up early |
| *It* is **settled** | **Settled** it is |
| *It*'s **here** | **Here** it is |
| *It*'s here; **come and get it** | **Come and get it** |
| *It*'s *not* **sunny** | **Sunny** it is not. |
| *It*'s **snowing** | **Snowing** it is |
| *It*'s **smart** to think again | **Smart** it is to think again |
| Never have *I* felt **this loved** | **This loved** I have never felt |
| *She* is **cute** | **Cute** she is |
| *(She* is*; She'*s) . . . **ugly** | **Ugly** she is |
| *That* is **odd** | **Odd** it was |
| *That* (is; was; will be) ***perfect***. | **Perfect** |
| *That* is **true** | **True** |

| | |
|---|---|
| *That* was (very) **strange** | (How) **Strange**! |
| *That would be* ***funny*** | ***Funny*** *that would be* |
| *The noise was* **so disturbing** | **So disturbing** was the noise |
| *They* would **if they knew** that | **If they knew that**, they **would** |
| ***Time*** **flies** | **Time flies** |
| *We* are not **a match** | **A match**, we aren't |
| *Work* is **profitable** | **Profitable**, work is |
| *You* do not **need** to | Don't; *You* **need** not |

Because both words are equally important, inverting the words in the idiom "Time flies", as in "Flies time", does not work.

| TO INVERT A SENTENCE'S WORD ORDER |
|---|
| 1. Look at each word in the sentence |
| 2. See how its words interact |
| 3. Identify the sentence's *most consequential word or words* and make it or them **bold** |
| 4. Move that word or words to the beginning |
| 5. If needed, modify one or more words |

Some Standard Word Order sentences tend to sound as if the speaker or writer were delaying stating the message's point. The more I grasp how helpful it is to identify, state, hear, or read a sentence's most consequential word or words at the start, the more I imagine that after each sentence whose words are ordered in the standard way, three dots appear that separate the first part of that sentence from the point. As in: "That is . . . true", the standard way to say "True that is". However, the simplest version and also the most effective version is only one word, the word "True".

To know what the inverted version of a phrase or a sentence whose words have been inverted will sound like, invert them. If the inverted way sounds better, informs faster, and will work better in a particular writing situation, use the inverted version.

Sometimes, after you invert the order of the words or clauses in a sentence, you might need to insert a comma after a word—as in "The book, I read". Otherwise, it would say, "The book I read", as in "The book I read was excellent".

Parataxis and elliptic sentences also prove that each time you invert the order of the words in a sentence, the brain instantly correctly fills in every unstated needed word or words or does whatever else it can to make statements that initially seem to make no sense, make sense. For example, anytime someone says something like: "Be it could, what?"—an inverted and playful way of saying a very common question we all ask: "What could it be?"—our brain instantly tells us that "Be it could, what?" means "What could it be?"

Scrambling the word order of "What could it be?" by saying, "What be it could?" also helps everyone understand that sentence's components better and appreciate how much better, effective, and perfect that expression's usual order is.

Similarly, "What should I do now?" can comically be shuffled and slightly modified to say, "What me do now?".

Mistakenly, some people believe that saying or writing words in the Inverted Worder Order is ungrammatical. However, doing so does not violate any rules of grammar. And though thinking, writing, hearing, or reading a statement or a sentence expressed in the Inverted Word Order is often more effective, those special statements always *get twice the attention* because they always surprise everyone. When expressed in the Inverted Word Order, many statements are usually easier to grasp. But because the Inverted Word Order is extremely rare, hearing or reading a statement worded that way always surprises people. Inverting a statement's or a sentence's word order also feels as if the person who expressed it is playing some type of new word game.

For example:

The sentence, "We improve step-by-step", is chronologically backward—thus false, because only after taking the required steps can the person improve. The correct chronologic order is "Step-by-step".

The way "Step-by-step" has a comma after it, after inverting the order of the words or the parts of a sentence, you usually need to put a comma after the first part—after its first idea unit.

But, sometimes, you don't need a comma. And less often, only saying the statement's or sentence's keyword suffices. For example, instead of saying, "It's time for you to (or "I think you should") **go**", anyone can only say, "**Go**", and be perfectly understood. Or, instead of saying, "Please **stop** doing that", anyone can say, "**Stop**". Instead of saying, "That was **perfect**", anyone can say, "**Perfect**". In some situations, instead of saying, "I think **not**", anyone can say "**No**".

Keenly aware of the advantages of using the Inverted Word Order, some researchers find that inverting the word order is best because it usually lets the person deliver the point fastest. And though the Inverted Word Order almost always "sounds" backward, it is never backward and often also chronologic.

"*It* is **fun**" is in the Standard Word Order, the Subject-Verb-Order (SOV). In the Inverted Word Order, the Verb-Subject-Order, that statement becomes "**Fun** it *is*".

Sometimes you can say "How" before expressing the point, as in "How **strange**", instead of saying "*It* is **strange**". Sometimes, only saying or writing the sentence's most consequential word—its point, as in "**Good**", suffices. People don't say, "IT IS time to **get up**!". They say, "Time to **get up**!" or simply, "**Get up**!" They don't say, "IT (or THAT) (IS; WAS) **perfect**". They say, "**Perfect**". (All caps indicate that a word is unneeded. The subjects are in *italics*, the verbs are underlined)

"*They* **smell**" is in the Standard Word Order. But "**Smell** *they* do" is in the Inverted Word Order. Both ways inform. "They **smell**" has one less beat, is a word order that informs fastest, and is one of the very rare situations when the Inverted Word Order takes a little longer than when the sentence is said or written in the Standard Word Order. But remember that the rule of thumb is that with only a few exceptions, the Inverted Word Order is the one that almost always informs faster—and typically fastest.

## 65. Say the Most Consequential Word or Words First

**To create a sense of urgency, attract the most attention, and impact more, express the most consequential word or words first**

Though people rarely invert the order of any statement (whose words are ordered in the Standard Word Order), when necessary, it's best to invert a specific statement because it lets you inform fastest.

For example, to inform fastest, you can invert the order of the words in "That is **true**" to "True that is", or better yet, simply say or write "**True**". Saying "That is" before stating "**true**" takes about one second because "That is" amounts to two monosyllabic words, which play two beats.

| ONE WORD | STANDARD |
|---|---|
| True | That is true |
| Nice | That is nice |
| Cold | It is cold |
| Hot | It is hot |
| Good idea! | That is a good idea! |

Only stating "**Bad**" simplifies and expedites stating "That is **bad**". Because one of the first things everyone wants to know about anything, and about each person, is whether the thing or the person is good or bad, I would rather someone tell me: "**Bad**" and make faces and move their body in ways that reinforce that.

No one wants to *have to wait* to be told and learn whether a thing or a person is good or bad. But at present, forcing people to wait to be told the most important fact is what the Standard Word Order does.

As you saw, simplifying a statement to only one word is also extremely helpful—especially when fractions of a second count, as in the fastest cities like New York.

One or two beats, one second, or a fraction of a second seem insignificant. But when you're late and in a hurry to get out of the house and run to catch a subway, a bus, or a taxi, or when you have to get to the airport to board an airplane—a fraction of a second can make all the difference.

As beneficial as inverting the word order of a statement or a sentence often is, might it be better for many people to invert the order of words more often, to the point that it became common?

## 66. The Last Word Impacts Most and Echoes

Though most people probably believe every sentence's first word or words have the greatest impact because in each sentence they are the newest words people hear or read, most scholars agree that any sentence's last words or word produce the greatest impact. William Strunk, Jr., who wrote one of the most-read books on how to write, called the last word in a sentence "*the most prominent*" (1918). Marcia Riefer Johnston says, "To strengthen your sentences, paragraphs, and entire compositions, put the "information" you want to be more "prominent…at the end" (2013). When you're ready to make the Big Point, when you've come to the main thing you want people to remember or the action you want them to take, when you've reached the climax of your argument, when your most potent word has worked its way down to your fingertips and is practically bursting, you" can bold it, all-cap it, or italicize it—but put it here", *at the end*.

The night Barack Obama won the 2008 US presidential election, he did not start his speech in Chicago by saying, "Tonight is your answer, in case you wondered if the dream of our founders is still alive in our time." He opened it with" the following gradual "build-up: "If there is anyone out there who still doubts that America is a place where all things are possible, who still wonders if the dream of our founders is alive in our time, who still questions the power of our democracy, tonight is your answer."

The top legal writing expert, Dr. Bryan Garner, author of "Garner's Modern English Usage" (5th Edition, 2022), says, "The punch word in a sentence should come at the end". He urges writers to *read their sentences aloud*, "exaggerating the last word in each sentence. If the reading sounds awkward or foolish, or if it seems to trail off and end on a trivial note, you probably need to recast the sentence." Because you first need to reword a sentence, and rewording is the key action there, instead of "recast I use "reword". Interestingly (and most likely because I just now read the above paragraphs under the subtitle,) I

rewrote the preceding sentence and had moved "reword" to the end—to the place where a word usually impacts most.

Nonetheless, remember that *depending on the situation*, the place where a word will make the greatest impact can be at the start or at the end of a sentence.

## 67. Clause Order

A sentence's first word, words, or clause always frames the sentence and determines how the listener or the reader will interpret every subsequent word or idea in that sentence, and probably the rest of the text.

## 68. Sentence Order

Sentence order is all important. To optimize the order of a paragraph's sentences, create a list of all that paragraph's sentences. At the end of a sentence, hit the return key to send the next sentence to the next line. Seeing a paragraph's sentences stacked one below the other makes it easier to identify the sentences that are not in their correct place so you can move them there.

## 69. Use PowerPoint to Reorder Text Units

Perfect the order of individual words or longer statements by writing or pasting each into a separate PowerPoint slide, then reorder them in *Slide Sorter*.

## 70. Vary Sentence Length

Readers understand most short sentences the first time they read them. To inform fastest, it's best to use the shortest sentences, and for each paragraph to contain short, medium, and longer sentences. If you come across a sentence that expresses more than one idea, divide it into two or more sentences or write a new separate sentence that expresses each of those different ideas.

## 71. Always Flip Sentence's Parts

"I turn sentences around. That's my life. I write a sentence, then turn it around. Then I look at it, and turn it around again".

— Philip Roth

To decide which clause order or part is best in a sentence, change the order of its clauses or other parts. For example:

1) **Attention** is the first thing individuals give or deny.
2) The first thing individuals give or deny is their **attention**.

Is the order of the first sentence best because its first word is "**Attention**"? Or is the order of the second sentence best because it has the most important word in that sentence—"**attention**"—at the end?

The answer is that each writer is free to choose how to order the words in any sentence to achieve his or her goals. The important thing is to flip the words around to make yourself aware of the differences so you can choose what, in your opinion, is the best order.

## 72. Play The Word Order Game

To better comprehend how the word ordering mechanisms work, how all-important word order is, and familiarize yourself with the way most people say or write and order words, play *The Word Order Game* by changing the word order of any statement you said or wrote, or of any phrase or sentence you heard, hear, read, or have read. *The Word Order Game* lets players experiment with the order of words knowing that any change made to the order of the words in a statement will usually change its meaning and will, to varying degrees, improve or degrade it.

## 73. Paragraph Order

It's best to keep your paragraphs short. They are easier to read and do not make the reader feel swamped and overwhelmed with information.

It is also so helpful to know and remember that (contrary to what every inexperienced writer believes) anyone can write *anything* they want to write—be they words, clauses, sentences, paragraphs, or pages—in the order they expect to print each of those things because, at any point, anyone can easily edit, reword, and reorder anything they wrote.

However, for the people who will read the final version of what you wrote to seamlessly go from one idea to the next— *before* you print

and submit your paper or publish your book—you must order every word, clause, sentence, paragraph, and page acceptably, or if you can dedicate more time, perfectly.

Start ordering every word in your paper by first moving to the beginning of your paper, the paragraph you decide will go first.

To increase flow, at the end of each paragraph, it's best to write something that leads into the next paragraph. And at the beginning of that paragraph, write something that connects it with what the preceding paragraph stated.

Move each sentence that is not in its correct place in each paragraph to the paragraph where it belongs.

Detect the sentences that are not in their correct or optimum place by studying each word in each sentence, asking yourself what each sentence is saying, and how each word contributes to or detracts from expressing that.

Then, because all the information in the first paragraph will be essential to understand the information in the second paragraph and all the rest, move each paragraph into its best order.

Though you can check and reorder the words, phrases, clauses, sentences, and paragraphs on your computer's screen—no one knows precisely why—but when anyone reads any text on a computer's screen, the brain does not let that person or anyone see *every* error. That makes it crucial to always print every page of the paper you are working on, to on a printed page proofread all the text as you read it, and with a pen, indicate each edit you must make.

## 74. Optimize Paragraph Order

Though everyone orders paragraphs as they appear on their computer's screen, subsequently ordering them in the following hands-on mechanical way can optimize their order:

| |
|---|
| 1) On the computer's screen, move the paragraphs that are not in their correct place to their correct place. |
| 2) In the MSW file, cut and paste all the paragraphs into a blank page or pages. |
| 3) Print that page or pages. |
| 4) With *scissors*, cut each printed paper between each paragraph and place its strips on a table. |
| 5) Using your thumb and index finger, one after the other, pick up each paper strip that contains a paragraph and insert it in its correct place on the paper you are assembling. |
| 6) With *Scotch tape*, join each paragraph to its preceding, then to its subsequent paragraph. |

## 75. Give Each Group of Related Paragraphs the Shortest Distinctive Subtitle

As this book does, make each subtitle **Bold** to state what the topic of each specific group of paragraphs is about. APA and MLA each have their guidelines for titles and various levels of subtlety.

Though some longer titles (like "They Shoot Horses, Don't They?" (1935)) have worked well and attracted millions, it's usually best to give any paper, article, book, movie, or other work the shortest and simplest title. But to differentiate it, always give your work an "original" title. A recent trend is to use only one word. However, regardless of its title, a good book or other work is good. Though "How to Win Friends and Influence People" is a long title, Dale Carnegie's book became a best-seller almost overnight. But it took him 20 years of teaching its contents to be able to write and publish his extremely helpful book. In it, he advises you to get someone to like you, you need to show that person you like them. His advice works every time.

To submit your paper with subtitles, format them in MLA or APA Style. Or, if you only used the subtitles to track and find your way around the different sections of your paper, delete every subtitle.

## 76. Capitalize Titles in TitleCaseConverter.com

Though it's best to know the capitalization rules, at no cost, *TitleCaseConverter.com* will instantly and expertly capitalize any title in any writing style(s) you select. To see why it capitalized or did not capitalize a specific word, click the “Show Explanations” option.

*Title case* is a capitalization style for the titles of books, movies, songs, plays, and other works. That style capitalizes all major words and uses lowercase for minor words. One example is “Lord of the Flies”. In newspaper, essay, and blog headlines, *title case* is called *headline style*.

In title case, every word is capitalized except for articles (a, an, the), coordinating conjunctions (and, or, but, …), and (short) prepositions (in, on, for, up, …).

Capitalizing titles correctly is challenging because many words can be used to achieve different grammatical goals. For instance, in “Lay It All on Me, “on” is a preposition and must be lowercase. But in “It’s On Again, Off Again,” “On” is used as an adjective and is capitalized. in “I Could Go On Singing”, “On” is capitalized because it is used as an adverb. Capitalize titles or subtitles the easiest and most reliable way, use *TitleCaseConverter.com* to capitalize them for you.

## 77. Ulterior Goal Wording

"Ulterior Goal Wording" inserts ideas into people’s brains. It weaves propaganda into information to manipulate everyone who hears it or reads it into feeling, thinking, and acting in the specific ways the manipulators want.

Those who use that technique know that most people strongly dislike or hate to be told what to do, and unless the person who told them what to do is their supervisor or their boss, most people will often capriciously “not” do anything anyone “told” them to do.

Look at the simple sentences in the “59. Substitute Words That End in ‘ing’” section, and you will realize that if you were the person who was in the position to decide what those sentences said, you would most likely word them in ways that encouraged the things you like and discouraged the things you do not like.

For example, if a writer wanted to encourage students to cook their own meals, he or she would write: “Most college students cook their own meals.” But if that writer wanted to discourage students from cooking their own meals, he or she could as easily and would probably

write: “Most students I asked say it’s just too much hard work to cook one’s own meals, so they prefer to eat out or call to get meals delivered to them.” Leaders know that even a powerful word or a short set of words—such as in a slogan—can manipulate even billions of people and get them to feel, think, and act in the ways the manipulators want.

## 77. Substitute a Word, a Phrase, or Reword a Sentence

To grasp the astonishing power deleting, adding, or changing one or more words in a sentence gives anyone, select a sentence and delete, add, or change any word in any sentence. The following are some examples:

| ORIGINAL | REWORDED |
|---|---|
| Trial and error | Trial and success |
| Think before you speak | Fish die through their mouth |
| Think twice | Think critically |
| Your blood flows one way only | Your blood only flows one way |

| | |
|---|---|
| Other people are heaven | Other people are hell |
| I think he can be trusted | I don't trust him at all |
| Brevity is the soul of wit | Speak and Write Concisely |
| This has never failed | If anything can go wrong, it will |
| Clothes make the person | Dress for success |
| All you need is love | Love is all you need |
| I will complain | I'll just let it go |
| Live and let live | Mind your own business |
| Total surveillance ends privacy | Total surveillance keeps us safe |
| Better late than never | Be punctual |
| She loves me | She loves me not |
| Do it this way | Do it any way you like |
| Should I resign? | I quit! |
| Life is what you make it | Life is not a dress rehearsal |
| You usually get what you expect | It is done as you believe |
| The glass is half full | The glass is half empty |
| I might do that next week | Done |
| Not sure when I can do that | A stitch in time saves nine |
| No problem | I'm okay with that |

The power of words is astonishing. Their power is greater than most people know. Certain words or phrases can and often do profoundly influence anyone who is exposed or exposes themselves to them. And when the media or the news says a word or a *buzz word*, a phrase, or a slogan, it can profoundly influence everyone. For example, in the 1960s, all the lyrics the Beatles sang profoundly influenced everyone who heard them. They influenced their generation. Though their lyrics seemed coincidental, innocent, and innocuous, and some may have been, they worked like mantras that made people feel and think about certain things, and feel and think about them in certain

ways. And all that influenced how people acted and treated one another. Their lyrics and the lyrics of the countless other songs the radios played from all the different groups who achieved a hit song modified reality and steered millions of people like drones. Certain movie, television, play, and book titles, and even newspaper headlines have also done that. President Obama's slogan was "CHANGE". President Trump's slogan is "Make America Great Again". Nike's is "Just Do It". Examples of slogans are almost endless. What amazes me is how effective slogans—a mere short set of words—are. Even individual words are super powerful, super effective. Just look at the packages of the different foods you buy. The words "Fresh", "Healthy", "Low Fat", "New and Improved", and the most irresistible word, "Free", are only seven examples among thousands of the most emotion-triggering, penetrating, and hypnotic words. Funny, but important to note: There is no such thing as a "free" lunch. Logically and rationally, people always *give something to get something*.

## 78. Telegraphic Writing

Around 1837, Samuel F. B. Morse created the Morse Code. Seven years later, he created the "telegraphic writing style"—an unmistakable writing style that works but is choppy, overly concise, and distracting. The following is the text of the telegraph Orville Wright sent to his brother, Wilbur, from Kitty Hawk, North Carolina, on December 17, 1903.

*"Success four flights thursday morning all against twenty one mile wind started from Level with engine power alone average speed through air thirty one miles longest 57 seconds inform Press home Christmas. Orevelle Wright 525P"*

"Thursday" was not capitalized, "twenty-one-miles" had no hyphens, "Orevelle" was misspelled, "525P" had no "M".

## 79. Feel, Think, Articulate, Talk, Write, and Live Perfectly

"Humans are magnificent".— Dr. Stuart Dick (CUNY)

Though mathematics, music, and speech are some of the havens of perfection. Language, reading, and writing are all also inherently

perfect, and it is English's mere 26 letters that make reading and writing possible.

Through reading, listening to audio recordings, and watching videos, we all learn more—writing is special because to write, you have to think. So, the more you write, the more you think, and science has confirmed that the more a person thinks, the smarter they will become.

| MAKE YOURSELF SMARTER |
| --- |
| • Feel |
| • Think |
| • Observe people and their actions, events, and anything |
| • Contemplate |
| • Read |
| • Seek out and exchange ideas with intelligent individuals |
| • Study, scrutinize, analyze |
| • Handwrite, type, audio or video-record, or speech-to-text your thoughts |
| • Edit, Reword, Rewrite, and Rethink |
| • Edit using four different color pens |
| • Perfect sentences |
| • Invert the order of words—to better understand word order |
| • Never eat a food that made you sick |
| • Do not combine a starch and a protein in the same meal |
| • Eat digestion-friendly foods |
| • Don't eat foods that blocked or inhibited your digestion |
| • Rinse your colon once every three or four months |
| • Eat foods that let you have excellent daily bowel movements |
| • Identify, tackle, and enjoy solving problems |
| • Figure things out |

| |
|---|
| • Confront people who say or do offensive things to you or to others. But "Never argue with a fool" or with fools |
| • Become more aware of the emotions you feel, and learn to identify them and *deactivate* or *activate* them when needed |
| • Design |
| • Draw |
| • Paint |
| • Compose, play music, write songs, sing, and dance, dream, imagine, invent, experiment, have fun, enjoy life |
| • Make friends |

The formal way to say "make yourself smarter" is "augment your intelligence". However, because many people would need to go look up the word "augment", I wrote "MAKE YOURSELF SMARTER", a way to say it in a way everyone, regardless of age or education, instantly understands.

Certain things are broken or damaged, and certain people are also damaged. Many damaged people are incorrigible. However, it is crucial to reject the notion that everything and everyone who is imperfect or flawed is incorrigible. That would be a form of "underliving". Instead, remember to feel, think, and act knowing that we are all not powerless and condemned to accept all the abuses and imperfections around us—because human beings can improve almost anything. But also be aware that it's easier to fix certain "things" than to fix or correct the way some people feel, think, and act, mainly because each individual has been doing the things they do the way they have been doing them for many years. That makes it from extremely difficult to impossible to "change" people. In other words, to make someone "feel, think, and act" in a different way than they're doing those three things now. Also remember that "If it's not broken, don't fix it".

Another basic and extremely helpful idea it is wise to remember is to "Never force" anyone or yourself to do something. As long as any individual does not impinge or infringe on someone else's rights, let him or her do what they want to do. "Live and let live". "Let it be". Don't

waste time and resources attempting to change or fix the old. *Build the new!*

The limits of what we think is possible limit what we attempt to feel, think, and do. "Expand your notion of what is possible", and expect the best, but be prepared for the worst (or vice versa).

## 79. Perfect Your Sentences

Writing is a science, a skill, an art, and perfect—similar to the visual arts, music, and mathematics, and it applies primarily predictable and reproducible causes and effects and processes that always work.

Do not strive to say or write perfect sentences. But if a perfect sentence is on the tip of your tongue, say it or write it. Only work on composing a good sentence by writing its keywords in any order. Seeing all of a sentence's words in one column (as in subtitle number 6, I suggest writers do) will let you easily order and reorder all the words.

Few things are as satisfying as writing or saying exactly what you want to write or say in the exact words you want to write or say it in and in the exact tone of voice you want to say it to a specific individual or group. A perfect sentence is concise. Though every sentence has a perfect version and that version is usually concise, few people can allocate time to perfecting sentences.

## 79. Perfect Your Sentences

The English language's 26 letters are perfect. Writing is a science, a skill, an art, and perfect—similar to the visual arts, music, and mathematics, and it applies

## 80. Use Words or Digits?

Digits, numbers, and numerals all refer to the 10 standard symbols: 1, 2, 3, 4, 5, 6, 7, 8, 9, and 0. Digitization converts information into a numerical—thus digital—format. In certain situations, it's best to use words to represent digits; in others, it's better not to.

Imagine being handed a receipt that says, "TOTAL: One hundred twenty-one dollars and zero cents"—not "$121.00". Or being issued a license plate that reads, "JK, three, five, nine, eight—not "JK-3598". There's not even enough space on any license plate for that. And the idea is to be able to read a license plate's letters and numbers fast. Or

imagine an I.D. card with its number stated as: “five, one, two, seven, four, three, six, eight”—not “51274368”. Or imagine a person’s birthday displayed on their ID card as “June twenty-sixth, nineteen ninety-four”— 06/26/1994. In those situations, numbers are clearly better.

Let’s look at a different numbers or letters situation. In New York, two street signs a few blocks away from each other display the same information. One says, “Second Avenue”. The other says, “2nd Ave”. As drivers exit the 59th St. Bridge or to the Lincoln Tunnel, which way informs them best? Which way informs pedestrians best? Does one sign inform drivers better than it informs pedestrians, or vice versa? Because a street sign saying “West One-Hundred Twenty-Fifth Street would be way too long, those signs say “W 125th ST”.

Would you write: “9 out of 10 dentists recommend” or “Nine out of ten dentists recommend”? Would you write: “I kept seeing people buy 1 out of every 3 items”? Or “I kept seeing people buy one out of every three items”? The question “Should You Use Words or Digits?” is one only the people who have the authority in a given situation can and must decide.

Numbers written as words contain more characters and sometimes more spaces between letters. Because numbers written as words take longer to translate into numerals (digits), certain newspapers and other media have begun to use numbers to represent numerals (also called “digits”).

Though *numbers* and *numerals* look identical, each term has a slightly different meaning. A number says how much or how many. Each numeral is a symbol that expresses a number. Any number is also a numeral, and vice-versa. It all depends on the situation. For example, everyone writes and reads the numeral “6” faster than they read the word “six”. “Six” contains three symbols, but “6” is only one symbol. “One Hundred Twenty-Fifth” contains 24 symbols. But the number “125” is 21 fewer—only three symbols.

Though numbers written as digits save time, energy, and money, accustomed to reading numbers written as words, most people who see a number written as a digit see it as being kind of strange, especially it it’s in a sentence.

Anytime you take notes or write an informal message, it’s easier and more expedient to write numbers as digits.

The speed we live at keeps getting faster and will, I hope not too quickly, keep getting even faster. The fact that more things are being "digitized" (converted to function using or displaying a digital format) also helps everyone do more things, do more things faster, and sometimes more accurately. One consequence is that many people who live in the fastest cities become less patient because they're accustomed to doing things faster and to things happening faster.

Different disciplines use either the MLA (Modern Library Association) or the APA (American Psychological Association) writing style. High schools use MLA more than APA. Depending on the discipline, college courses use one style or the other. Humanities and literature use the MLA style, and technical and scientific works use the APA style. Each writing formatting style has slightly different rules for writing numbers as words or numerals.

## MLA STYLE

MLA Style **spells out** numbers that can be written in one or two words, such as: "one", "three", "five", "ten", "fifteen", "seventy-six", "one thousand", and "twelve billion. It writes other numbers as digits—"2¾"; "584"; "1,001"; "25,000,000" (APA Style.org). And it represents other numbers by numerals" (such as 2 1/2, 101, 137, 1,275, etc.).

Spell out numbers that can be expressed in either one or two words (libguides.com).

- one million
- ninety-nine
- one hundred
- fifteen hundred

Always spell out the number if a sentence begins with a number. For example, "*Two thousand twelve was an election year in the United States".*

Use numerals anytime you write an essay about a scientific subject or one that frequently uses numbers—such as statistical findings.

| ALWAYS USE NUMERALS |
| --- |
| • In front of units of measurement, as in "5 millimeters", |

| |
|---|
| or “1 million”. |
| • With abbreviations such as “6 lbs.”, “4:20 p.m.”, “$9”, “2”, “4%”. |
| • In dates, as in “April 1, 2014”. |
| • In decimal fractions, as in “9.2”. |

Express certain large numbers using a combination of numerals and words, as in “4.5 million”.

Use numerals with symbols (“%”, “$”, “¢”, “ft.”, “lbs.”, “P.M.” or “p.m.”, “volume”, etc., or if you can do so in three words or less, spell out percentages or amounts of money, as in, five dollars, sixty-eight cents, forty-five percent.

### APA STYLE

APA Style writes the number “nine” and below as words and, starting with the number 10, as numerals (apastyle.org). For guidelines on how to write numbers, check the “APA Style Manual”.

## 81. Brevity Codes Inform Fastest

Police officers on patrol are the most concise communicators because, by radio, they complement their messages with Brevity Codes—a set of two numbers that express standard messages. The first number is always 10; the second goes from 0 to 99. “Message received” is 10-4. “No” or “Negative” is 10-74. “Intoxicated pedestrian” is 10-56. “Mental subject” is 10-96. “Fight in progress” is 10-10. “Man with gun” is 10-32. “Chase in progress” is 10-80. “Arrest made” is 10-92. “Ambulance needed” is 10-52.

Computers “think” and “work” based on ones or zeroes (1, 0). In “yes” or “no”, never with “maybe”. Computers process, store, and retrieve data by flipping electronic switches called transistors. The number one (1) means “on”. The number zero (0) means “off”.

## 82. End Certain Words in “ic” not in “AL”

In his 15 excellent landmark books on writing *concisely*, Robert Hartwell Fiske—that skill’s most prolific author and instructor—

informed readers that it's best not to add "al" at the end of words like "cubic", "basic", or "antibiotic", for example.

| CORRECT | INCORRECT |
|---|---|
| astronomic | astronomical |
| basic | basical |
| biologic | biological |
| chronologic | chronological |
| cubic | cubical |
| cylindric | cylindrical |
| eccentric | Eccentrical |
| fantastic | fantastical |
| forensic | forensical |
| Illogic | Illogical |
| logic | logical |
| mathematic | mathematical |
| nonsensic | nonsensical |
| numeric | numerical |
| scientific | scientifical |
| sonic | sonical |
| symphonic | symphonical |
| synthetic | synthetical |

Though the correct expression is "biologic son" (with no "al" at the end of "biologic"), everyone says "biological son". If someone said "biologic son", people would think the person made a mistake. Though the correct way to end those types of words is in "ic", I suppose that since each one of the words that it is correct to end in "ic" was coined, almost everyone has been ending many of them in "cal". The words that

end in “ic” radiate vigor. I suggest you also use the correct versions of those words in your writing, but which version you use is up to you.

One exception is “Broadway Musical”—because “musical” refers to a “musical” play performed in a theater located on Broadway. The word “decal” can only be ended in “al”. And “typical” only works when ended in “cal”. “Typic” is incorrect because it’s too short. But for the most part, there’s usually no reason to end those types of words in “cal”. Interestingly, 11,758 words end in “ic” and 1,978 words end in “cal” (thefreedictionary.com). On separate pages, Merriam-Webster.com displays a long list of both sets of words. Use your judgment.

## 83. Differentiate Text

“Writing is visual”—it first catches the eyes. — William Zinsser

Make only a few words or sentences in your text stand out. Emphasize them in one or more of the following four ways:

- *Italics*
- **Bold**
- <u>Underlined</u>
- ALL-CAPS

Or combine them in one of the following six ways:

- ***Bold italics***
- **ALL-CAPS BOLD**
- <u>*Underlined italics*</u>
- <u>***Underlined bold italics***</u>
- <u>**UNDERLINED, BOLD, ALL-CAPS**</u>
- <u>***UNDERLINED, BOLD, ALL-CAPS, ITALICS***</u>

But to not distract, use one of the above options or some combination of them sparingly.

# WORDS

## 84. Words Control How Each Person Feels, Thinks, and Acts

"Those who tell stories rule the world". — Hopi Indians
"A choice of words is a choice of worlds". — J. R. Andrews

Though each person's life revolves around words, most people still do not realize how central, indispensable, and powerful words are. They don't realize that society couldn't function without words, and that to a large extent, thanks to words, society works as well as it does, or that all the spoken or written words and images are indispensable to keep the status quo in place.

Words are energy. Depending on their meaning and connotations, each word emanates a specific type of energy and always triggers emotions. For example, the word "love" emanates a loving type

of energy. The word “stupid” emanates a stupid type of energy. The word “joy” emanates a joyful type of energy.

Words are a type of food the brain needs, wants, loves, comes to crave, and some people become addicted to.

Words and information “form” each individual. The word “form” is in the word “in•form•ation” (Alan Watt). Words let each person or group tell others—and also themselves—their version of what they perceive “is”, as well as what they perceive is going on or not going on. And they let those who see what’s supposedly going on, but they see is false, tell themselves and others that.

Words let us tell ourselves and others what we’re feeling and thinking. They let us tell ourselves what made us feel a certain way and they go a long way in helping us identify and confirm which emotion we are feeling. Daniel Goldberg's landmark and must-read book “Emotional Intelligence” helps anyone understand what emotions really are and do just that.

Words let us give each thing, place, and person a name and a tag. And we use them to create names, nicknames, and labels, three extremely helpful things. Words represent specific material things but can also represent abstract or imagined—thus fictional—people, places, or things and are widely used in that second way.

Words and phrases control what everyone thinks about—and as importantly—"how” everyone thinks about each thing. Words are also indispensable to tell people what they should do, not do, or be doing at every turn. How else could anyone, how else could you or I, do that, at least as quickly and as efficiently as words let us do that?

Words also tell everyone who and what is *important* or more important, acceptable, unacceptable, desirable, or undesirable. They tell everyone who or what is *better*—and by default, *worse*. They establish and maintain the unique collective realities the individuals in each family, in each neighborhood, in each city, in each nation, and also in the world accept. Words also help us evaluate people, places, things, and situations and judge them. Because words establish reality, people compete and even fight to be the person who says them, to be the person who, in an argument, for example, talks. And they even intuitively do things, such as interrupt others to stop them from talking.

Knowingly or not, each individual keeps selecting and using *a specific set of words and phrases* to create their personal reality.

Words might be among some of the first things that created some specific problem somewhere. Might certain specific words be the long-sought "core problem" with everything? Or the core problem in a specific situation? But might words also be the long-sought solution to the massive quantity of specific societal problems and some of the uncountable personal problems those societal problems cause?

But words might also be the key—they might be levers that could help people solve so many problems one by one.

If you can identify and remove the word that seems to be causing a problem, you might be able to correct that problem and stop the negative or terrible consequences that problem is producing.

One way to better understand a situation is to *rename* a key component or give that situation or person a *nickname* to help you and the few people you might share that nickname with understand what's really going on.

Lies might be society's core problem. It is beyond common how people throughout history and everywhere today have used or are using words to lie and fool other people. In some cases, millions or billions of people. In "The Book of Lies," M. Hirsch Goldberg wrote that one report says that each person tells about 200 lies each day.

Whereas factual words and numbers, truths, let us apply the scientific process and write our theories, our hypotheses, our predictions, and everything else.

Words stimulate our brains and our being. Words connect people. They make things happen. They start things, stop, or keep going. Words heal or can injure deeply but never kill. They let you do things or get others to do things—sometimes instantly! Words are tools that, like money or muscle, anyone can use to do an infinite number of good or bad things.

Words let us articulate our thoughts. They let us tell ourselves and others the sensations and the emotions we're feeling. They let us invent, write, share information, tell stories, and clarify things to ourselves and others. They let us vent our feelings and file complaints. They let us criticize, advise, warn, threaten, frighten, mentally punish, or attack others mentally.

Words also let you comfort or entertain people. They let us thank people, make them laugh, feel good, and feel happy. They let us tell people that we like them or love them. Nonetheless, remember that it's

safer never to tell anyone you do not like that you do not like them. “We always get what we give”. Respecting everyone and treating everyone well is wiser and more beneficial.

Think twice before saying, writing, or doing something because those things cannot be “retracted”.

Words also let you express yourself perfectly! Sometimes spontaneously, sometimes after thinking, brainstorming, writing, editing, rewording, and perfecting your sentences until they say exactly what you want to say in the exact way you want to say it, and you’re completely happy with them. Without words, numbers, and images, we might never have figured some things out. Words also help everyone figure out all the challenges as well as all the opportunities that might lie ahead.

Each word is part of a network of all the words that have something in common with each other. Each word’s network includes every word that sounds like it or rhymes with it, contains the same prefix, suffix, or affix, has the same core word, is one of its synonyms, or resembles the word in some other unique or special way.

Each part of the world or region has its Local Vocabulary, which contains every word, phrase, idiom, and other expression its residents use to tell themselves and others what they feel, think, want, or don’t want. Local Vocabularies change. For example, in the 1960s, the words “groovy”, “psychedelic”, “dig”, “far out”, “it’s a blast”, “miniskirt”, “hot pants,” and others were extremely popular, but we stopped using them. Which words are part of the Local Vocabulary in your location? Which words are part of the vocabulary in the educational institution you attend? Of where you work? Of in the places where you exercise, hang out, or socialize? Which words do you use with your friends, your boyfriend or girlfriend, your family, your wife or husband, or your parents? Which words do you say to yourself or only to yourself? Which words are part of your Family’s Vocabulary? Which words are part of your Profession’s Vocabulary? Which words do you regularly use with people or with a specific person in a specific situation or type of situation?

Sometimes, one particular word can become the hub around which a relationship flourishes or is the newest thing in the different relationships you participate in.

It's also wise to start using certain positive words in any relationship you participate in to steer your relationship in a positive direction. It also seems likely that anyone can deteriorate a relationship by starting to use a negative word. Hum. That makes me realize that specific media outlets consistently use their own set of words.

Controlling which words a person uses when communicating with a specific individual or group gives them control over a situation and their relationship(s). Sometimes, it helps to inform someone that a particular word they use is detrimental and why. Sometimes, the person will thank you.

Words have connotations—the ideas or feelings associated with each word. Connotations can be positive, neutral, or negative. For example, the words "aroma," "smell," and "stink" are three synonyms of the word "odor". "Aroma" has a positive connotation. "Smell" can have a positive or a negative connotation. But "stink," says the smell is intolerable and makes you want to run away.

Words are extremely powerful, and anyone can give any word more life, power, and efficacy by intonating, dramatizing, drawing, painting, or animating its letters or the things a word represents.

To discover how a specific word is affecting you and others, isolate it and imagine what would happen if you or someone you know started or stopped using a particular word or phrase. It's also a lot of fun to modify, invent words, replace them, or give certain things or even individuals a different witty, revealing, or funny name or nickname.

Seeing the advantages of using the word "diff", I thought I had invented it. But *Etymonline.com* says that the phrase, "What's the diff?" had been used in 1878. For centuries, Italians have said "*imposibilitare*" (to make a thing impossible), and the Spanish have said "*imposibilitar*", let's use the word "impossibilitate". Another word we will benefit by using is "concising". It means "making a sentence concise" and is the present participle of the verb "concise". Not using such helpful words makes everyone waste tiny amounts of time, energy, and money.

Like "STOP" signs, so many different types of signs tell everyone what to do or not do. In the 1970s, the Five Man Electric Band sang the song "Signs". Its lyrics say: "Sign, sign, everywhere a sign. Blockin' out the scenery, breakin' my mind. Do this, don't do that. Can't you read the sign?" When radio stations play them, song lyrics become more powerful than most people imagine because it spreads its words,

phrases, and the ideas like wildfire. Initially written to entertain, song lyrics always present a set of values that quickly wind up persuading millions or billions of people to feel, think, and act in specific ways. And people usually do those things that way for the rest of their lives—especially if the song was a hit in their teens. To better grasp how powerful hit song's lyrics are, ask yourself: How differently might I have been and be feeling, thinking, and acting if I'd never heard a specific song's lyrics? For example, the Beatles' song's lyrics profoundly influenced at least two generations. The song "Macarena" remains the all-time number-one hit wonder. Billions of people love it. It's key message was: "*Dale a tu cuerpo alegría*". Give your body happiness.

Whether we realize it or not, each of us typically and continuously nonverbally expresses almost everything we're feeling and thinking. Because each nonverbal message must be interpreted, its meaning cannot be pinpointed. Holding anyone accountable for a nonverbal message they sent is impossible. Sometimes, it's better to use words to tell others what we think. But other times—because no one can predict how anyone will react—it's often best to remain silent. "The closed mouth catches no flies", said Ben Franklin.

Similarly, doing the opposite, ignoring what someone says to you, not responding to someone who asks you a question, or not replying to an email, letter, phone message, or other communication, can sometimes be more effective than responding.

Nonetheless, anytime you're within talking distance from someone who seems to be a good person and someone you would like to connect with, instead of staying silent, it might be a good idea to say something positive to them or ask them a question, preferably about them. That's one proven way to make friends.

Anytime you interact with someone, it's best to compliment them by telling them that you like something about them. That will make them feel good, appreciate you, like you, and want to help you. It's also good to literally tell people that you like them, appreciate them, or love them, and to develop your ability to say things in a sweet and loving way. That will make you irresistible and keep people coming back for more.

But also be aware that "The fish dies through the mouth". And remember that "When in doubt, leave it out". In 2012, 147 journalists were killed. In 2022, 167 journalists were killed. In 2024, 122 journalists

were killed (54 were reporting from armed conflict zones). If you're not sure that a person wants to communicate with you, you might be much better off not to say anything to them.

In 1788, when 9 of the 13 states ratified the "Constitution of the United States", it contained 4,543 words. Its 27 amendments have increased its words to 7,591. Its creator's brilliance, unprecedented ideas, and simplicity keep making the unmatched successes of the United States and its people possible. What would society and your life be like if that world-changing document had been worded differently or never written?

For over 2,000 years, the most well-known words in *The Bible* and the many ideas those words tell us about and explain have profoundly influenced how billions of people feel, think, and act. *The Bible's* words have stopped many people from executing uncountable harmful, wicked, or evil actions, and they have also inspired countless people to do good things they might otherwise not have done.

Among "*The Bible's*" most well-known words are "God", "Jesus Christ", the "Holy Spirit", "the Virgin Mary", "Heaven", "Hell", "the Devil", "angels", "sin", "demons", "confess", "repent", "punish", "forgive", and a thousand others. The titles of *the Bible's* many parables include "The Good Samaritan", "The Prodigal Son", the Judgement of Solomon, and many others. Plus the names of its many characters, "Jesus", "John the Baptist", "Joseph", "Peter", "Paul", "Thomas", "Mathew", and many others. "*The Bible*" also unmistakably specifies what some of its writers—based on what they believe God believes—they wrote that either God told them is correct and what they thought is incorrect for people to feel, think, and do. At the heart of the controversy surrounding how factual "*The (Holy) Bible*" is that no proof exists that God has ever spoken to a human being. Some researchers believe it is incorrect to think that "*The Bible*" contains the word of God because "The Bible" was written by men like Moses, who (in six different verses) Jews and Christians believe wrote in the book of "Exodus" that God had spoken to him. In other books of "The Bible", prophets wrote what they said God inspired them to write. But when one thinks critically about what those prophets wrote, it seems that they wrote what *"they"* thought God thought.

A recent Gallup poll found that one out of five Americans believes "The Bible" "*is the actual (thus factual or true) word of God and to be taken literally*".

How would the billions of people around the world be feeling, thinking, and acting, and what would society and your life be like if the most sold and most read book, "*The Bible*", and other books such as "The Torah", "The Quran", "The Iliad and The Odyssey", "Aesop's Fables", "The Prince", "Don Quixote", "Poor Richard's Almanack", "The Origin of the Species", "Das Kapital", "The Jungle", "Mein Kampf", "The Kinsey Reports", "The Naked Ape", and many other books had "not" been written, published, sold, and circulated?

As you might be starting to see, words are more powerful than most people know. Every day, newspapers, magazines, books, radio and TV shows, songs, movies, product slogans, and other sources flood us with spoken or printed words to get us to buy products and services, overconsume, do or not do specific things, and feel, think, and act the way the people who pay for those works or pay those media outlets want us to.

Because anyone can say, write, and disseminate a truth or a lie, we live smothered by *a network of lies* that perpetuate one another. Don't make the mistake of believing something just because it's printed, said on the radio, or advertised. Any sentence, statement, or story can be true or false, factual or fictitious. The things people need the least are the most advertised.

In "The Book of Lies," M. Hirsch Goldberg, the former press secretary for the governor of Maryland, wrote that *each day, each individual tells about 200 lies*. That's an enormous quantity of lies. He also instituted "Honesty Day," which is celebrated on the 30th of April.

Jim Jones, the founder of the "Peoples Temple" religious cult, used words to recruit members. But then he used words to convince over 900 members to relocate to Guyana (a small nation in the northeastern tip of South America). There, he kept telling them that society was horrific and that everything was hopeless. Then he talked them into *voluntarily committing suicide* by drinking *Kool-Aid* laced with poison!

Another shocking religious organization is the Unification Church. That church invites mainly young people to events at their church, which is, in reality, an indoctrination center, where isolated from their

family and friends, the recruiters apply mind control techniques to brainwash everyone there. In "The Divine Principle", his extension and modified version of "The Bible", that church's founder, Reverend Sun Myung Moon, stated, "*I am the second Messiah*". All his followers believe him, submit to his teachings, worship him, and do strange things. Among those things are fundraising for the church by presenting themselves to the prospective donors at their homes, selling them things like peanut bars, and handing over the money to their team leaders to supposedly "return the wealth to God". Mr. Moon died at the age of 92 in 2012. His religious cult's usual mass weddings of "interracial, international couples" began in the early 1960s. At the time, Moon married just a few dozen couples. But as the number of members mushroomed, Moon, who taught the thought-provoking (and in my opinion brilliant) insight that "*Romantic love leads to sexual promiscuity, mismatched couples, and dysfunctional societies*", personally matched and married 30,000 couples in Washington, D.C. in 1997. The challenge is that if romantic love does not work, other than the parents selecting their son or daughter's mate, I don't see any alternative to romance.

All religions, all groups, and all organizations recruit, convince, hook, and hold on to their followers primarily by saying, publishing, having them read, and repeating a set of "words" that with astonishing efficiency hypnotize their members and put them in an often life-long trance few escape from.

Corporations also take advantage of the public. One of the most malicious ways certain corporations take advantage of everyone is by forcing everyone to inhale *deadly secondhand cigarette smoke*. Though on its website, the U.S. Center for Disease Control (CDC) states that "No level of secondhand smoke is safe"—because it makes each person who smells cigarette smoke sicker than most victims realize, it also states that secondhand cigarette smoke (SHS) is killing "more than 40,000 adult nonsmokers and more than 390 infants every year"—yes, 40,000, the U.S. Government lets cigarette manufacturers sell a product whose leaves contain "nicotine"—the most addictive substance. However, the media does not disseminate that crucial fact. But that only helps the cigarette manufacturers continue to fool—especially young people—into smoking because they know fewer facts and don't know how to find out how harmful cigarettes are. Each lit cigarette injures the

smoker mentally and physically and makes everyone who their smoke hits *sicker each day*. Each year, one out of every two smokers who die dies because they smoked.

*It's crucial to write "who die" (singular)—because if each year one out of every two smokers died, the number of smokers who die each year would be greater, and the number of smokers who are alive would drop.*

Though the English language is intrinsically perfect, it contains a specific set of imperfect words and phrases. Of them, 230 are uninformative, unneeded, or useless phrases or idioms, and 75 are contranyms. A contranym is a word that means more than one thing. The word "sanction" is a contranym. It means "to allow", but it also means "to punish". Etymonline.com, the online etymologic dictionary, says that the word "sanction" came from the Latin word "sanctioned", was coined around 1560 and meant to give "legal approval". However, 70 years later, in 1630, some unknown group somehow made one word—the word "sanction"—also start to mean "a penalty" or "a punishment". That appalling modification which should not have taken place but did, has and keeps causing much confusion. Check out the following website: *https://www.dailywritingtips.com/75-contronyms-words-with-contradictory-meanings/*

Each word encapsulates and radiates energy. Whether you hear or read a word, each word radiates "waves". When someone says a word, the sound waves they send out from their vocal cords enter your ears, which sends them to your brain. When someone writes a word, you can read it because light hits a paper and sends light waves that carry each word's letters to your eyes. Then, your eyes send those waves to your brain. Any word, or even any almost imperceptible (pleasant or unpleasant) sound can affect you in many different ways and even bring about surprisingly big changes, often quickly or automatically.

Also, learning, thinking about, and using just one new positive word can improve your self-concept and help you live better. Conversely, exposing yourself or being voluntarily or involuntarily exposed to a negative word can deteriorate your state, your self-concept, and cause other negative consequences.

The same is true about the type of people you associate with. Be very careful. Your mind is a temple. Keep every bad thing and negative word out. Block any impure notion word from entering your mind. Don't

expose yourself to negative words or things or associate with negative individuals because they will instantly drag you down and contaminate you with their negative, toxic, or even perverted feelings, thoughts, words, and ways.

Words are central for the invention, development, testing, design, production, and marketing of the ever-growing quantity, sophistication, and simplicity of the technological innovations that keep flooding the market and are letting everyone do more things better, easier, and faster.

My favorite word is "perfect". Hearing, reading, or merely thinking about it activates the cells that store that particular word in the brain and all the other brain cells (neurons) connected to my favorite word. Together, all those brain cells will get those who hear or read the word "perfect" to appreciate perfection more and feel motivated and inspired to as often as possible do more things perfectly.

My second favorite word is "prevent". Those two super-positive words and just about every word always produces greater and more powerful consequences than you might think. How big the consequences will be depends on the situation. Because "It's better to prevent than to regret", it's crucial, best, and wise to prevent regrettable things from happening by doing the specific things you know (or that your subconscious brain and your intestines might inform you) will prevent such unwanted things from happening.

Words are the heart and the essence of every story. They let us verbalize or articulate and write the things we imagine so we can tell others about them. Though *fiction is a series of lies interwoven with truths*, and fictitious characters are never real, to some people, many fictitious characters are far more popular, in some ways more important, and in some ways more real than some real—flesh and blood—human beings in their lives, and they influence them as much, or sometimes more. Many people, and more so the young, live in one main reality populated by real people, places, and things and another inhabited by a group of fictitious characters, places, and things, which, on some level, a part of them really believes also exists. And as those young people get older, they keep that habit.

The human brain contains one billion brain cells called neurons. Anytime I hear or read a word that is special to me, it can take me back decades, activate many neurons and neuron networks in my brain, and

sometimes, for a few powerful seconds, even make me feel that I am back there! To better grasp how words and memories are inter-connected and networked, pick any year and write a list of the things you remember that took place that year. Start by remembering the first word that comes to your mind from that year, and you'll soon start remembering many other words, events, and ideas from that year.

To differentiate the *useless* words from the *useful* words—the ones that inform, in this and in my other books on writing better, to make the useless words stand out for readers to know it's best not to use them, I usually capitalize each useless word.

Though some people say that "There is a word for each thing", and in 2010, Sol Steinmetz published the book "There Is a Word For It", perhaps because naming each little different thing is unnecessary, for example, not every little thing or every nuance in the way humans think, feel, or act has not (yet) been given a name. But I think we can logically foresee that human beings will continue coining a name for the things people truly need to have a distinct name. If you are ever in a position to coin a word for something, please assign only one meaning to it. Thanks!

A great way to help yourself and others grasp a word's magnificence and versatility is by playfully renaming things—such as the way "Saturday Night Live" renamed "eggs" "chicken embryos". Or the way in the 1950s, as the result of a radio show contest, the city of "Hot Springs" in Arizona changed its name to "Truth or Consequences".

It's also common or all too common for actors and other performers to change their names. Some authors also change their names. Changing your name is one of the first steps (as some T-shirts say) to "reinvent yourself". Changing your name is a powerful move and such a big change that can even change your life, your world, and your reality. But everyone does not need to change their name. The biggest drawback changing your is that it will disconnect you from all the memories and all the powers you exerted every time you used your birth name, because it's directly and inextricably connected to all the people and all the things you experienced while you used that name.

Cassius Clay was the boxer who used words best. At 18, he won a gold medal in the 1960 Olympics, then he won 56 out of 61 professional boxing matches (37 by knock-out) and declared, "*I am the greatest*". Then, he refused to be drafted into the U.S. Army. In 1963, his spoken

word album titled "*I am the Greatest!* Climbed to number 61 on the charts. In 1964, he defeated Sonny Liston to win the world heavyweight championship. Months later, he denounced his birth name, *Cassius Clay,* as being a "slave name" and formally changed it to *Mohammad Ali*. He has had a tremendous and lasting impact on society. Some consider him the "Spiritual Father of Rap". He also had the greatest personality among boxers—but *he was not the greatest boxer*. Rocky Marciano won *every* boxing match he fought in. That states that Rocky Marciano might be the greatest boxer. Harry Greb won 262 boxing matches. Sugar Ray Robinson won 173. Harry Armstrong won 150. Ali only won 56. (theperspective.com).

*The ultimate power of words might be that they allow each individual to make life exactly what they want to make it.*

## 85. English Generates the Greatest Advancements

Like every language, English contains and perpetuates a unique set of values, a unique culture, and a unique reality. English is one of the most practical, efficient, concise, economic, useful, powerful, and successful languages, and it has facilitated countless patented life-changing inventions and improvements in countless fields. The Wright brothers' invention of the airplane proves that.

English is also spirit. "American Know-How", the American Way of Life, and the American reality have helped English speakers achieve amazing breakthroughs they might not have achieved communicating in a different language.

Constance Hale says English is inherently economic, thrifty, and in the right hands, even elastic. For example, "How else?" (8 letters) is the economic way to say "In what other way?" (17 letters).

Over 100 years ago, the German writer Jakob Grimm, who with his brother Wilhelm wrote "Grimm's Fairy Tales (Children's and Household Tales)", said that English has a thrifty order exemplified in its most economic expressions. English's exceptional qualities make it the universal language.

The world's most concise language is Mandarin Chinese. English, Mandarin Chinese, and Spanish are the world's most spoken languages. John Kanagg of the British Council said 1.5 to 2 billion are learning English. Other sources say 30 million people are learning Chinese, and other sources say 23 million are learning Spanish. The most used word worldwide in 2024 is "okay", and one of the most used expressions is, "I'm okay with (that)".

Ph.D. Rudolf Flesch, a pioneer of reading and writing science, author of 13 books on reading and writing more effectively, and the leading proponent of "Plain English" (which he calls "Plain Talk").

"Among his targets were 'Federalese,' the language of bureaucrats, and 'gobbledygook,' a word used to describe 'meaninglessness' (The New York Times). Tests on Government material, wrote Dr. Flesch, furnished "objective evidence that the mass of Government writing is incomprehensible not only to the average American [ they read at the eighth-grade level ], but also to the better-educated Government employee.'' In "The Art of Plain Talk", Dr. Flesch cited the following example of Federalese:

"Ultimate consumer means a person or group of persons, generally constituting a domestic household, who purchase eggs generally at the individual stores of retailers or purchase and receive deliveries of eggs at the place of abode of the individual or domestic household from producers or retail route sellers and who use such eggs for their consumption as food." He brilliantly simplified that overly long paragraph by writing: "Ultimate consumers are people who buy eggs to eat them." I simplified Dr. Flesch's sentence to "Consumers buy things." That's its key message. It states, "Who does what?"

Rudolf Flesh also wrote the book, "Why Johnny Can't Read—And What You Can Do About It" (1955), created the Flesch Reading Ease Test, and co-created the widely used Flesch-Kincaid Readability Tests. He advocated using *phonics* rather than *sight reading* to enable students to sound out words—especially unfamiliar words.

Like all languages, English is a mindset and a spirit. Everyone in the United Kingdom, the United States, Canada, Ireland, Australia, and New Zealand speaks it, and each nation has a distinct way of speaking It.

English is also the official or co-official majority or minority language in 70 other nations, including Granada, Guyana, Jamaica,

Nigeria, and India. In Bangladesh and 13 other nations, English is a working language in government or education but is not recognized as the main population's official or primary language. English contains 170,000 words and has the highest "Information Density Rate Per-Syllable."

## 86. Compound Words

A hyphen separates or joins words. Compound words combine two or more words to express an idea faster and simpler. They can be nouns ("babysitter", "bedroom", "blackboard", "meatballs"); verbs ("eat", "jump", "sing", "sign-up", "enter", "withhold", "fundraising"); prepositions ("inside", "outside", "alongside", "within", "without"); adjectives ("awesome", "biracial", "fast", "humongous", "secondhand"); or adverbs ("clockwise", "fast", "consciously"). Some words, like "fast", can be used as an adjective or adverb.

Each hyphenated compound word has a hyphen between its two or occasionally more than two words, and usually (if it does not have too many words, technically, I suppose) counts as one word. Some compound words are hyphenated, some aren't. Some examples of hyphenated compound words are: "well-being", "fun-loving", "check-in", "ex-wife", "eye-opening", "absent-minded", cost-effective", "full-scale", "mind-altering", "must-read", "old-fashioned", "on-and-off" (optional hyphens), "so-called, "over-explaining", "re-elect", "self-imposed", "short-term", "twenty-six", "two-roomed", "tight-lipped", "fun-loving", low-hanging", "push-ups", sit-ups", "push-button", and "good-looking".

The three types of compound words are *closed* compound words, and they are always written as one word, as in "toothpaste" or "babysitter"; *open* compound words, written as two words, as in "high school" or "attorney general"; and *hyphenated* compound words, written with a hyphen connecting the words, as in "sister-in-law", or "connect-the-dots".

Some compound words contain more than two words, such as: "happy-go-lucky", "everyone-knows-that", "hard-to-get", "this-is-(not)-due-to-that", "mother-in-law", "one-thing-does-not-affect-the-other", "slice-of-life", "up-to-date", "speech-to-text", and "so-and-so".

## 87. Hyphens

| USE A HYPHEN WHEN |
| --- |
| 1. The pair of words form an adjective that comes before the noun, as in *well-known felon, first-class work*. |
| 2. The adjective pair comes after the noun, don't write a hyphen, as in "*His crimes are well known. His work is first class*." |
| 3. A fraction acts as an adjective, as in "*He drank one and two-thirds cans of soda*." But not for fractions acting as nouns, as in "*Only two-thirds of the students passed the course".* |
| 4. Differentiating certain words, as in, *he recollected his adventure in Guam,* or *he re-collected the money,* or *she re-covered the sofa.* But sometimes you need not differentiate between a compound word's two words, as in, *we recovered the lost property, or she recovered from the flu.* |

Sometimes, hyphens are optional—as in "tone-of-voice. Though *Grammarly* hyphenates it, it's also okay to write "tone of voice". But do not hyphenate "get out now!", "on the spot.", "secondhand", and certain other compound words. To know if you need to hyphenate a specific compound word, look it up on the web.

In most cases, anytime you place a compound adjective before the noun it modifies—hyphenate it. But not when it's placed after a noun. As in "long-term solution", "Up-to-Date User's Guide", or "eye-opening experience". The word "weekend" began as "Week end", then it became "week-end", and is now "weekend".

Adverbs generally end in "ly". Never hyphenate compounds that contain an adverb, whether it is attributive or predicative. Write "Carefully laid plans", not "carefully-laid plans", or "Concisely written", not "Concisely-written".

It's usually best to place the adjective *before* the noun. As in "old house". Otherwise, it will sound like a tag or a statement made after the fact, backward and incorrect—as in "house old", "truck big", or "girl pretty". However, usually, because it's the traditional or standard way, sometimes placing the adjective after the noun, as in "Attorney General", "the people responsible", or "the only decision possible", are

common expressions and sound better that way. Sometimes, placing the adverb after the verb sounds better, as in "She walked slowly to the store." The verb is “walked”. The adverb is “slowly”.

## 88. Words That Omit Their First Syllable

Apheresis words (a•phe•REE•sis) eliminate a word’s first syllable, such as RO from the word “ro•bot” to create “bot.” A from the word “a•live” to create “live”. HAM from the word “ham•burger” to create “burger.” U from the word “you” to create “yo!”. And E from the word “e•nough” to create the word “nough”, written “nuff” in “Nuff said.

## 89. Shortened or Abbreviated Words

Simplified words—formally called “apocope” words—cut off a word’s last syllable or syllables.

Abs deletes DOMINAL from abdominal (muscles)
and adds an “s” at the end
Ad deletes VERTISEMENT from *advertisement*
Admin deletes ISTRATOR from *administrator*
All caps deletes ITAL from *capitals* and adds All
Ammo deletes UNITION from *ammunition*
and replaces the “u” with an “o”
Amp deletes LIFIER from *amplifier*
App deletes LICATION from application
Auto deletes MOBILE from *automobile*
Bike deletes CYCLE from *bicycle* and adds “ke”
Bio deletes GRAPHY from *biography*
Bio deletes LOGY from *biology*
Bod deletes Y from *body*
Bra deletes SSIERE from *brassiere*
Bro deletes THER from *brother*
Bud deletes DY from (good) *buddy*
Bunk deletes UM from *bunkum*
Cab deletes TAXI from *taxi cab*

**Cam** deletes **ERA** from *camera*
**Carbs** deletes **OHYDRATE** from *carbohydrates*
**Chevy** deletes **IC** from *Chevrolet*
**Chimp** deletes **ANZEE** from *chimpanzee*
**Cig** deletes **ARETTE** from *cigarette*
**Coed** deletes **IC** from *coeducational*
**Coke** deletes **CA-COLA** from *Coca-Cola and ads an "**e**"*
**Commie** deletes **UNIST** from *Communist and ads "**ie**"*
**Combo** deletes **INATION** from *combination*
and adds an "**o**" at the end
**CompStat** deletes **UTER / ISTICS** from *Computer Statistics*
**Con man** deletes **FIDENCE** from *confidence man*
**Congrats** deletes **ULATION** from *congratulations*
**Co-op** deletes **ERATIVE** from *cooperative* and adds a hyphen
**Decaf** deletes **FEINATED** from *decaffeinated (coffee)*
**Deli** deletes **CATESSEN** from *delicatessen*
**Demo** deletes **NSTRATION** from *demonstration*
**Detox** deletes **IFICATION** from *detoxification*
**Diff** deletes **ERRENT** from *different*
**Dis** deletes **RESPECT** from *disrespect*
**Disco** deletes **THEQUE** from *discotheque*
**Doc** deletes **UMENT** from *document*
**Doc** deletes **TOR** from *doctor*
**Dorm** deletes **ITORY** from *dormitory*
**Dupe** deletes **LICAT** from *duplicate*
**e-** deletes **LECTRONIC** from *electronic*
and in some words, adds a hyphen
**EDP** deletes **ISTRUBED** from *emotionally and* **ERSON** from *person*
**Exam** deletes **INATION** from *examination*
**Expo** deletes **SITION** from *exposition*
**Fan** deletes **ATIC** from *fanatic*
**Frank** deletes **FURTER** from *frankfurter*
**Fridge** deletes **RE / ERATOR** from *refrigerator and inserts a "**d**"*

Gas deletes OLINE from *gasoline*
Gig deletes ABYTE from *gigabyte*
Gov deletes ERNOR from *governor*
Grad deletes DUATE from *graduate*
Gym deletes NASIUM from *gymnasium*
Hifi deletes GH / DELITY from *high-fidelity*
Hi(gh) res deletes GH / OLUTION from *high-resolution*
Hood deletes NEIGHBOR from *neighborhood*
Hype deletes RBOLE from *hyperbole*
Hyper deletes ACTIVE from *hyperactive*
ID deletes ENTIFICATION from *identification*
Inc deletes ORPORATED from *incorporated*
Info deletes RMATION from *information*
Intro deletes DUCTION from *introduction*
Itals deletes IC from *italics*
Jap deletes ANESE from *Japanese*
K-9 transforms the "CA" in CANINE into a "K" and adds "9"
Kilo Doc deletes GRAM from *kilogram*
Lab deletes ORATORY from *laboratory*
Legit deletes IMATE from *legitimate*
Limo deletes USINE from *limousine*
Lit deletes ERATURE from *literature*
Lo-cal deletes ORIE from *low-calorie*
Mag deletes AZINE from *magazine*
Max deletes IMUM from *maximum*
Mayo deletes NNAISE from *mayonnaise*
Med deletes ITERRANEAN from *Mediterranean*
Memo deletes RANDUM from *memorandum*
Mic (Mike) deletes UMENT from *microphone*
Mod deletes ERN from *modern*
Mode deletes ALITY from *Modality* and ads an "e"
Nam deletes VIET from *Vietnam*
OD deletes VER / OSE from *overdose*

**Op-ed page** deletes **POSITE / ITORIAL** from *opposite the editorial page*
**Perp** deletes **ETRATOR** from *perpetrator*
**Phone** deletes **TELE** from *telephone*
**Photo** deletes **GRAPH** from *photograph*
**Photo Op** deletes **PORTUNITY** from *photo opportunity*
**Piano Doc** deletes **FORTE** from *pianoforte*
**Pop** deletes **ULAR** from *popular*
**Porn Doc** deletes **OGRAPHY** from *pornography*
**Prep** deletes **ARATION** from *preparation or preparatory*
**Prisect** deletes **VATE / OR** from *private sector*
**Pro** deletes **FESSIONAL** from *professional*
**Promo** deletes **TION** from *promotion(al)*
**Psycho** deletes **PATH** from *psychopath*
**Pub** deletes **LIC** from *public*
**Q&A** deletes **UESTIONS and NSWERS** from *questions and answers*
**Recap** deletes **ITULATE** from *recapitulate*
**Rehab** deletes **ILITATION** from *rehabilitation*
**Rep** deletes **PRESENTATIVE** from *representative*
**Recoop** deletes **PERATE** from *recuperate*
**Roach** deletes **COCK** from *cockroach*
**Sarge** deletes **ER / ANT** from *sergeant and replaces the first "**e**" with an "**a**"*
**Sax** deletes **OPHONE** from *saxophone*
**Sis** deletes **TER** from *sister*
**Special Ops** deletes **ERATION** from *special operations*
**Specs** deletes **IFICATION** from *specifications*
**Stats** deletes **ISTIC** from *statistics*
**Stereo** deletes **PHONIC** from *stereophonic*
**Sub** deletes **STITUTE TEACHER** from *substitute teacher*
**Sync (Synch)** deletes **HRONICITY** from *synchronicity*
**Taxi** deletes **METER / RIOLET** from *taximeter cabriolet*
**Techie** deletes **NOLOGIST** from *technologist* and adds "ie"
**Techno** deletes **LOGICAL** from *technological*

**Temp** deletes **ORARY EMPLOYEE** from *temporary employee*
**Tux** deletes **EDO** from *tuxedo*
**TV** deletes **ELE / ISION** from *television*
**Typo** deletes **GRAPHICAL ERROR** from *typographical error*
**Undies** deletes **ERWEAR** from *underwear* and ads "**ies**"
**Vet** deletes **ERAN** from *veteran*
**Veterinarian** deletes **ERINARIAN** from *veterinarian*
**W(h)iz** deletes **ARD** from *wizard*
**Women's lib** deletes **ERATION** from *women's liberation*
**Yank** deletes **EE** from *Yankee*
**Zoo** deletes **LOGICAL GARDENS** from *zoological gardens*

## 90. Blend Words

Combined (and) shortened words—formally called "**port-manteau**" words— combine or blend two words into one. Usually, by deleting a prefix, a suffix, or one or more letters from one or both of the words they combine. For example:

**Brunch** deletes **EAKFAST** from *breakfast* and **L** from *lunch*
**Moped** deletes **TOR** from *motor* and **AL** from *pedal*
**Motel** deletes **TOR** from *motor* and **HO** from *hotel*
**Spork** deletes **ON** from *spoon* and **F** from *fork*

## 91. Words With Multiple Meanings

A "homonym" or "polysemous" word or phrase has two or more meanings. Two examples are "biweekly" and "bimonthly". The "problem, challenge, and opportunity" is that assigning multiple meanings to one word confuses everyone and causes problems anyone can prevent by not using them. "Biweekly" means every two weeks, but it also means two times a week. "Bimonthly" means every two months, but it also means two times a month. Do not use either word. Specify "every two weeks", "two times a week", "every two months", or "two times a month".

Over the years, a few other words have come to mean more than one thing. For instance, "fluke" came to mean five different things. "The end parts of an anchor" (1560), a "flat fish", a "flatworm" (1660), "one

of the two fins on a whale's tail" (1725), and the more common meaning, "an accidental stroke of luck, a chance hit, or a fortuitous consequence" (1857). The only way one can decipher what a contranym means is by examining the context in which it's used. We cannot reform the English language. All we can do is hope that in each situation the context will reveal a questionable word's meaning. From now on, let's do all we can to limit each new word's meaning to one thing or to things directly related to the new word.

## 92. Fully Appreciate Each Word and Each Moment

*Merriam-Webster.com's* "Time-Traveler" section organizes words by the year they were first printed

The most effective way to fully appreciate anything is by imagining you lost it. The most effective way to appreciate being alive and each moment is by imagining you had died. The most effective way to appreciate words is by imagining that words don't exist.

If, for example, some of the most basic words such as "no", "yes", "enter", "exit", "thank you", "your welcome", "excuse me", "always", "never", "stop", "go", "love", "hungry", "prevent", and others did not exist—life would be *chaos*. The number and the size of the problems not being able to say or write words and more so the most indispensable words would cause the 7 billion people alive today would be colossal. In that imagined situation, people could only communicate by making faces, gestures, and nonverbal sounds. And no society could function the way it now functions.

Only humans can talk and write words and use them to understand one another, usually perfectly, and to collaborate. Animals feel emotions and think, but they can only communicate nonverbally. Dogs, for example, can only bark, bite, gesticulate, or physically fight one another. And instinctively, insects like bees and ants and animals like beavers collaborate exemplarily.

What would your life be like if—like every animal—you could feel and think things—but couldn't say them?

## 93. Use Each New Word, Synonym, and Antonym You Learn

"Our speech creates our identity." — Sara Myers McGinty

"The limits of my language are the limits of my world".
— Ludwig Wittgenstein

"You are your words". The biggest difference between people is their level of intelligence. And it's discernable by the quality and the quantity of each person's words and phrases. Each time you start using a new word, you automatically add it to your *Personal Vocabulary*—the words that control more of your life than you may realize.

Intelligent people are very—but not overly—talkative and makes friends easily. A dumb person is unable or unwilling to speak.

Compile your list
of the 10 words
you use most often.

In the coming days,
keep adding
a few more words
until you compile
your list of the
"*The 100 Words*
*You Use Most Often*".

Learning new words is one of the wisest, most beneficial, and least expensive activities you can do in your free time because it makes you smarter, more powerful, and it helps you win negotiations and succeed.

Another way to improve your life is to start using specific positive words and stop using negative words (except when necessary).

The more words you learn, the better you express yourself—to yourself and to others. The more effective you are, the more people like you, the larger the number of people who appreciate listening to and reading what you wrote is, and the better you feel.

The more words you know, the more self-efficacious, confident, and happier you feel, and the better you can think.

It takes seconds to look up a word in the *Merriam-Webster Dictionary* app or elsewhere. "Get into the habit of using dictionaries" (William Zinsser). After you learn a word's meaning, download the

*Etymonline.com* app to find out where, when, and how a specific word originated and how it evolved.

As you continue mastering words, anytime you think of one word for something—such as the word "change", your brain will automatically feed you all the synonyms for that word that you have learned so you can choose the best one for a specific writing situation.

"Everybody is ignorant about different subjects". — Will Rogers

"We are all very ignorant, but we don't all ignore the same things.
— Albert Einstein

To a large extent, what a person knows about any topic depends on how many of its words they know. Learning the words: esophagus, stomach, pancreas, liver, kidneys, gall bladder, small (thin and long) intestine, appendix, large ( thick and short) intestine, sphincter, and anus are just a few words in the fields of anatomy and medicine. Learning them will help you become more familiar with the organs in your body and will inspire you to learn more about the many things you can do to improve your health so you can live better.

Anytime you read a word you don't know in a book *you own*, write that word on the edge of the page where it's on, draw an *equals* sign and a question mark ( iconoclast = ? ) to remember to look it up.

Each new word you learn *and use* increases your knowledge and it helps you in countless ways, such as in negotiating more advantageously. The people who live better live better because they know more things and they know better ways. And they learn most of those things from their family members, so they are not the kinds of things schools teach.

The words and phrases anyone knows hold much of their knowledge, images, sounds, and memories of what they have experienced, touched, or tasted.

You live better today because, over the years, you've learned more words, phrases, facts, and better ways and now apply that knowledge.

Be sure to say each new word or phrase you keep learning.

Also, write them—especially in your journal and in the book you might have already started writing by only pretending to be writing it.

I started writing this book by playing and pretending I was writing a book.

Its first version was about 20 letter size sheets, folded in half and printed on both sides, which gave me four pages per/sheet. Its title was “Communicate Concisely”.

Little by little, one idea led to another, and I made sure to include the ideas I kept getting in each new edition of this book.

Since 2018, I expanded it to 150 pages. Then, I published a book, “7,000 Concise Alternatives to Wordy Expressions," which contains 300 pages.

To understand how much better it is to know more words and phrases, remember how you used to express yourself when you only knew half as many words and phrases than you now know and compare it with how you feel, think, articulate, talk, and write today.

Knowing and using just one more special word or phrase will improve your life.

Knowing more words lets you express yourself the way you need to.

It will let you express yourself more precisely, thoroughly, unequivocally, and admirably.

It will let you describe things more accurately and do things you could not even imagine you would be doing but are doing in part or only because you learned that that new word or phrase existed and learned it and added it to your vocabulary.

Each new word or phrase you learn builds connections to the many neurons in your brain that store words and let you think better and faster.

Anytime an individual hears or reads a specific word, a part of their brain remembers every time they or someone else said or read it.

Just thinking a specific word or phrase or saying it to yourself can help you get going, perform a task better, or stop doing something you need to stop doing. For example, the word “quit” helps smokers quit smoking. The word “dehabituate” helps people stop repeating a bad habit. The phrase “lose weight” gets people thinking about losing weight and doing things to lose it—"Out of sight, out of mind”, “In sight, in mind” (the words or things we see make us think of certain things and do them).

The phrases “stand erect” and “stand up straight” will help you sit or stand straight and make you instantly feel better. So, sit straight or stand straight right now.

In a novel, a character asks herself, “How can people live not knowing more words? How did I live not knowing the words I’m learning? Not knowing the words I have recently learned and not knowing the correct meaning of some words I thought I knew, I was “underliving”. Anyone who doesn’t continue learning words or doesn’t check to confirm that they know the correct meaning of some of the trickier words isn’t living as well as they could be living.” After you learn a new word, you might wonder how you could have lived without knowing it and using it.

An excellent way to get better at using a new word you learned is to write a sentence that includes it. That will let you see how it connects to or affects other words. Another way is to pick three new words and write a sentence that includes all of them.

The biggest benefit of pretending you are writing a book is that, probably better than anything else, it lets you develop the marvelous and powerful ability to express with total precision precisely what you are thinking and to—each time you write—write your thoughts. It also gets you into the habit of articulating and writing your ideas and opinions far better than if you were writing to only one or two persons or yourself.

Though some new words initially sound awkward, the more you use them, the more familiar and pleasant they sound.

Like gravity, or like harvesting what you sow, the more you write, the better you write, is also a law.

## 94. Certain Words Can Make You Feel How You Want to Feel

Words are so powerful that the words you heard or read earlier today might have a lot to do with the way you are physically and mentally feeling right now. That reveals that anyone can think of a word or of a few words and have them help make that person feel the way they want to feel right now. To try that for yourself, write 10 words that describe how you feel right now. Then, write from one to 10 words that describe how you *want* to feel. For example, write:

CREATE A TABLE :

1. Protected
2. Safe and at peace
3. Happy
4. Healthy
5. Liked, appreciated, and loved
6. Satisfied
7. Self-efficacious
8. Quick and gracious
9. Important
10. Productive

Because each person, place, or thing we think of, see, hear, taste, touch, smell, or remember influences us—you can also use your memory to "re-experience" how you felt at a specific time in your life, how you felt being with someone, or how you felt back when you were in a specific place.

To do that, think of that specific time, person, or place. For example, I like to remember how I felt when I attended junior high school and met my first steady girlfriend, who also lived on my block. Or how I felt when I was in kindergarten and my teacher went out of her way to show me all the wonderful things she taught me and made me the beyond happy and fulfilled person I have become. Or of when I taught college in Texas and ate the best fruit imported from nearby Mexico. I also love to remember my Father, my favorite Uncle, my most loving Aunt, my Grandmother, and other people who have loved me, and feeling tremendous gratitude for all the love they gave me, I remember them often.

Remembering those things and those people will slowly remind you of the things you did with them and perhaps of some of the things you said to one another.

## 95. Learn a Foreign Language and Use It Often

Learning a foreign language is at the core of a complete education and broadens your horizons and possibilities. It brings you into contact

with people and cultures that are very different from yours, helps you appreciate diversity, and eliminates many of the barriers that generate fear and distrust.

The knowledge you gain as you learn a foreign language and how much you grow also lets you more easily empathize with others, be more tolerant, and be less prejudiced and biased. It helps students gain a deeper understanding of grammar and also improve their English language skills. Latin is an excellent foreign language to learn.

Writing any sentence in a different language always helps you perfect it.

In today's global economy, many jobs require working with clients and coworkers from different nationalities and communicating with employees of foreign companies overseas. The job candidates who know more than one language have an enormous advantage.

## 97. Freewriting and Writing Extemporaneously

Freewriting has no rules or constraints. It frees everyone from needing to write statements that must be in logical order or make sense.

Freewriting is the easiest and most effective way to warm up to write. It also encourages the writer to ignore the rules of writing and lets anyone write anything they want to write, in any way they want to write it—including writing things that are out of sequence, don't add up, or even make sense. That's how free freewriting is.

When freewriting or even when you are not freewriting, it's okay for you to even write something you think is "garbage", because *you can always delete or reword* anything you wrote. The total freedom freewriting gives you also lets you vent some of your deepest feelings—including some feeling you might be suppressing or repressing. Writing that freely can even help you see some things you wouldn't have seen if you did not freewrite. Sometimes, for example, within let's say, 100 words you wrote, you might spot an idea or a sentence you wouldn't have written if you hadn't freewriten something you or someone else might have considered to be "garbage".

Because the goal of freewriting is to warm up all your writing apparatus' components—your brain, your eyes, your neck, your shoulder, your arm, your hand, and your fingers—freewriting gives

everyone much more freedom than most people probably think. In fact, unless a person wants to, they don't even have to write words. They can simply draw any type of line. Straight lines, curvy lines. They can draw circles, squares, triangles, cones, cylinders, clouds, stick figures, dots, dashes—anything. And they can draw what they draw anywhere on the page and in any size until they feel like they're ready to draw letters, form words, and a make statement.

And because freewriting's only requirement is that the person write, after that person has made some marks with their pencil or their pen on a paper, the words they start to write do not have to make sense or be written in any order. Any word anyone writes need not be connected to the word they wrote before. The words people write when freewriting can be *totally unconnected*, or connected in some way and express a coherent idea. It doesn't matter. It's all up to the person who is freewriting. That frees everyone to just write any word that pops into their head—one after the other.

Freewriting is fundamentally an art form. And anyone who creates a work of art is not obligated to meet anyone's expectations. Including, perhaps not even their own expectations. So, in the case of freewriting, its only expectation might be *to get people moving their pencils or pens on paper*.

Art can be "anything", such as beautiful, ugly, sensible, sensical or nonsensical. Art's impact is unpredictable. Any new creation—be it a book, website, movie, design, or product—might initially seem odd or controversial and fail, or it might be deemed marvelous and become hugely popular and indispensable to millions of people.

Nonetheless, it's wiser, safer, and best to "*When in doubt, leave it out*." If you're not sure whether you should say or write something, it's best not to say it or write it. The same goes for creating any image. Then again, you can create anything you want, but not show it to others. So, since only you can see what you write, go ahead and *write anything*. Then read it, think about it, and decide whether you'll leave it in and use it, or delete it from your document. Never reveal everything you write to everyone every time. Instead, develop your ability to *distinguish* when someone might not like something you are thinking of saying or writing and feel offended. In the worst cases, some people have taken revenge, hurt, or even killed the person who said or published something they did not like.

SIMPLIFY :

Whenever you find yourself doing your best to calculate or foresee how much people or a specific person will like or dislike something you plan to say or write, take into account that *human beings like or dislike things for rational or irrational reasons*. "Emotions usually override reason". People like or dislike a thing—and sometimes very strongly—not for rational, logic, scientific, and mathematic reasons, but for emotional, thus *irrational* reasons, often because the thing in question satisfies a deep emotional need.

When you're alone, *say* anything you want to say because you will be the only person who hears you say whatever you say, and say it loudly—let it all come out.

Naturally, also write anything you want. But before showing someone else anything you wrote or saying anything to someone, always think, do your best to foresee all the possible consequences of someone reading something you wrote, and think it over until you feel certain that you will not regret having shown someone something you wrote, or said to someone.

So remember that being careful not to show anyone else what you wrote—write anything. Say what you feel and write what you feel—*but only to yourself* because you can always delete or reword anything you wrote before you show it to anyone.

And always remember that no one can "fully" retract anything they said. Anyone can apologize and say they take a word they said back, but no one can ever "undo" having said something. What was said was said. "The fish dies through the mouth".

I know of someone who when he was fifteen years old, jokingly, with the best intentions and innocently said something to a chubby girl to the effect that "she looked a little like she was pregnant". She must have complained to her adult boyfriend. Most likely believing that the girl thought that he had said something to someone about having had sex with her—that night, as soon as he saw that boy, he punched him and broke his nose. It took four rhinoplasties, over about forty years, for him to breathe normally again. Knowing how emotionally disturbed some people can get over "a single word", he's always extra careful about each word he says—or writes.

Time and a myriad of interactions teach people, especially older people, "how people *really* are". In "The Prince", Machiavelli wrote that

men are “scoundrels” who break bonds, agreements, or contracts “whenever” doing so is to “their advantage”. One blog states that “Human beings are fundamentally animals or savages”. As one friend said to us once as we waited for our orders to be served at an Argentinian restaurant in New York: “Thera are people, and there are animals”. Thus, it is safer to be very careful about what you say or write. Freud believed that human beings are driven by their instincts—in particular, by their sexual and violent instincts. Left to their own devices, individuals follow their baser instincts. Civilizations create laws, enforce them, and punish those who break them.

## 98. Write to Only Please Yourself—When You Can

The beauty of writing is that in the same way each individual can choose what they think about and how they think about it, each individual can write anything about anything they want to write about and write it in any way they wish. So, only write to please others when you have to or need to do so, such as when you write an article or a book.

Though each human being has the great privilege and freedom to think what they want to think and interpret each thing the way they choose, the people, things, and places to which each person exposes themselves often wind up having a disproportionately large influence over how they feel, think, and act. Therefore, to be the master of your life, as much as—in your particular situation—that is possible, carefully choose the people and things you expose yourself to.

Choose wisely which newspapers, magazines, books, YouTube videos, radio or television programs, and movies you expose yourself to. The fewer, the better.

Everyone writes to please themselves and should relax and enjoy doing it. William Zinsser calls that “writing for an audience of one.” Doing that can help anyone write uninhibitedly, boldly, fearlessly. H.L. Mencken wrote for himself, not caring what readers thought or being afraid of being attacked”. H.L. Mencken was a controversial journalist and one of the harshest critics of American life. He also influenced U.S. fiction through the 1920s by publishing his funny but combative and even (to my surprise) fearless opinions. Especially his attacks on the middle class.

In 1919, he published "*The American Language*", a landmark and delightful and thorough book containing almost every American expression and idiom of the time, including slang, in 374 pages. Mencken argued that American English was more colorful, vivid, and creative than British English. It is. The book attracted instant attention and sold 1,500 copies in less than 2 years, making him the leading authority on the American language. In 1945 and 1948, he published supplements, raising the book's total pages to 482. In 1989, his (personal) diary revealed he strongly did not like Blacks or Jews. When the concentration camps were discovered, he remained silent.

## 99. Keep a Journal and a Thought Log

"We write to taste life twice, in the moment and in retrospect "

— Anaïs Nin.

Writing is the heart of the scientific process.
It lets us register, organize, and track each detail or change.

Writing allows you to capture, refine, and share your thoughts. Some thoughts lead to other more fascinating and more helpful thoughts. For maximum accuracy, handwrite, type, voice type, or audio record things that happen or things that you do, if possible, as they are happening or as soon as possible thereafter. The longer you wait to document things, the more details and nuances you will have forgotten.

The most accurate way to capture the *emotions* you were experiencing while something was taking place is by audio recording yourself describing what is taking place or—as soon as you can—what took place.

Anyone who writes is "a writer". But some writers write better. If you're writing a book, novel, or comic, or only pretending to be writing those things, include descriptions of some of the most interesting things you did, that happened to you, or that you saw. Readers enjoy having someone tell them about those kinds of things. Of course, fiction gives every writer the freedom to invent events and invent every sort of thing.

Writing daily for about five years, I'm writing better than I ever dreamed I would. Being able to write things exactly how I want to say them is one of the greatest pleasures.

If after writing daily for some time you fall in love with writing, you might find yourself writing about *almost everything* that happens

to you or that you do. To not waste time and instead save it, avoid writing everything. [ I thought of writing: “To not waste time unnecessarily”, but realized that was *unnecessary* ] Instead, articulate some things mentally—silently. And also develop your ability to figure some things out mentally—silently, without writing them. However, when what you need to figure out is complex, write at length about each element and each person involved in a situation. The more you write about each person, place, or thing, the more accurate, complete, and better your conclusions will be.

Along with drawings, photos, videos, and audio recordings, your Journals and Thought Logs become priceless *time capsules* that let you review and remember how differently you thought, spoke, and wrote at specific times in the past. In time, your journal entries will let you read them and compare them to how you will be writing. Also reword some of your journal entries to write better and get better at *making* sentences concise.

To track your best thoughts and the good or bad consequences a specific thought produced, keep a *Thought Log Section* in your *Journal.* To quickly access them in the future, email your thoughts and journal entries to yourself. In the subject area, write a title, and—after the text—include an access code, such as "TL1" for Thought Log or "J1" for Journal.

## 100. Pretend You’re Writing a Book and Publish It For Fun

When you write to many people, you write far better than when you write only to yourself. Your book is an extension of you and reflects who you are.

Merely “pretending” you’re writing a book gets you into the *habit* of writing “as if” you were writing each day to thousands or millions of people and is proving to be one of the most effective and fun ways to help anyone write better. So, “relax and say what you want to say” in your book (William Zinsser). “Nothing animates writing” as much when a writer says what he or she really thinks and says it his [ or her ]way”.

People write best in the first person because writing is a one-to-one asynchronous interaction between two people. Use “I”, “me”, “we”, and “us” (William Zinsser). “There’s only one of you. Nobody else

thinks or feels exactly the same way you do." So say things and write things the way that they come to you and out from you.

Also, decide in what capacity you will be addressing your readers. As a new friend, as a newspaper reporter, as a social commentator, as a storyteller, as a fellow concerned citizen and taxpayer, as a political candidate, as a comedian, as a philosopher, anonymously, etc. And be extra careful not to switch from writing one way to writing another way. Don't write like an authority and an expert on a topic, then start clowning around and being funny. Don't write formally, scientifically, and impersonally, then switch to writing informally. Don't start writing using simple words, then segway into sprinkling in many Ph.D. words. Don't write concisely, then wordily—or vice-versa. It's normal for any writer to make those shifts in their first drafts. But as you keep editing, rewording, and rewriting your paper, look for those shifts and other inconsistencies, and when you see that you zig-zagged from one writing style or tone to another—fix it—revise it to match your audience and make it *consistent* throughout.

Each type of word, and every single word—be it short, complex, scientific, formal, informal, or slang—gives its users certain advantages or can lead to certain disadvantageous partially or fully predictable consequences. "You get what you give".

It's extremely helpful to, one day each week (or every two weeks), not turn your computer on and just rest. How much doing that will relax and recharge you might surprise you.

Pretending you're writing a book also makes you start doing a series of things you wouldn't do otherwise. Such as asking yourself certain excellent new questions, thinking, and planning what you'll be (pretending to be) telling a very large or hopefully millions of people each time you write. It'll also get you into the excellent *habit* of searching for the exact words or phrases you need to do that, inspire you to learn more words to express your ideas and their subtleties best, let you start using and developing your "writer's voice", and make you see yourself as an author.

All those things will make you feel much more important, boost your self-concept and confidence more than you may have ever dreamed, and inspire you to read, research, study, and learn more—including learning at least one new word each day. And they might even

inspire you to start learning a foreign language or continue where you left off.

Your book's manuscript will be like a canvas and a haven where you can write, assemble, and articulate your thoughts better and more precisely to perfect your ideas and your writing skills and inspire yourself and your readers. Like a snowball rolling down a hill, your compilation of your ideas and opinions and other's will get bigger than you may foresee. Track those things by emailing each one to yourself. To easily access them, include a keyword or code word such as "to intro" or "tointro", or "no1" (for "novel 1"), and a symbol—such as the copyright symbol "©".

Knowing many people might read what you're writing to them will get you into the *habit* of articulating anything in any situation much better.

Write about anything you want, and say whatever you want to say, using any words whatsoever that you feel like saying—especially because you know that you will always be able to edit anything you wrote and be able to filter out and dump anything you are not sure you want to publish. Always remember, "*When in doubt, keep it out*". So, give your book any title you feel like giving it, and know that probably every author changes the title of his new masterpiece many times before deciding what it will be. Keep perfecting your manuscript, and publish it on Amazon KDP—*just for the fun of it*.

The big news is that writers no longer need to convince a publisher to publish their books. Amazon Kindle Direct Publishing (KDP) now makes publishing as few as one copy of your book easy. Just upload your manuscript's pages, a cover, and a back cover spread to the KDP website. Each book costs about $5.00 plus shipping.

About five years ago, I started writing this book's precursor, "Speak and Write Concisely", by playing, by pretending I was writing a book, but wound up publishing it, and that transformed my life. It showed me that I could actually do some things I had thought I could never do—or didn't know I could do.

The ideas and some of the writing techniques I compiled in this book came to me one at a time every few days and typically at the most unexpected times and places. The joy I feel writing, my exemplarily healthful diet, "perfect" digestion, and showers put me in *the perfect state*. So, I got many ideas while showering in that state. Many ideas led

to other new ideas I am using *right now* (such as the "Write One Sentence on a Separate Line" method) to help me perceive and feel things, think, articulate, speak better and write better, and live better than I ever hoped to. *Especially this soon*!

Writing your "Journal" pretending you're writing a novel in the third person where you are the protagonist—the hero—is another pretend method that will get you writing better and *might* even put you on track to writing your first novel. Nonetheless, it's highly likely that the things you do and that happen to you are in some ways more important or more fascinating (to you at least)—or as worth writing about and telling people about—than some of the things some fictitious characters do in a novel or a movie. Best of all, what you do is "real".

## 101. Write Sitting on the Most Comfortable Chair

Because writing takes time, everyone writes sitting. And because everyone writes best when they are sitting on the most comfortable chair, it is wise to buy the most comfortable chair you can afford. Design your writing workspace and write mostly or only in it.

## 102. Keep Your Spine Aligned

### Through your spine, your brain continuously sends messages to every part of your body

When your spine is aligned, the commands your brain sends to every part of your body are unobstructed and travel faster.

# CREATE A TABLE BELOW:

| |
|---|
| 1. Standing with the bottom rear of your hips resting on the edge of a kitchen countertop, *slowly* begin tilting your head back, thoroughly relaxing your neck, shoulder, and upper back muscles |
| 2. Slowly, gradually, let your head fall back more and more to a position in which you continue feeling comfortable |
| 3. After one minute or so, slowly and gently lift your chest and thrust your ribcage forward |
| 4. With your upper arms close to the sides of your torso, flap both "wrists" about 2 inches up and down |
| 5. You will probably only feel a need to gently crack your neck (slightly to the left or right) if your spine is unaligned |
| 6. If your neck or spine feels like it wants you to crack it—crack it, but gently |
| 7. Flap your wrists again |
| 8. It usually takes about seven flaps for your neck to feel like it wants you to "gently" crack it |

# 103. Keep Reminding Yourself to Sit and Stand Straight

**Make each step you take an opportunity to walk as straight as you can, and each time you sit, an opportunity to sit as straight as you can**

Standing or sitting upright instantly also adds 2 to 3 inches to anyone's height! Standing or sitting are two things every normal human being can do, but standing or sitting *completely* straight is not automatic. To partially defy gravity, each individual must consciously decide to do that. So, consciously or not— each second—each person is slouching, sitting, standing, or walking erect because they choose to do so.

After we become conscious of how beneficial sitting and standing straight are, we remind ourselves more often to sit or stand erect.

How we sit or stand are habits. Most of us are in the habit of not standing erect and may even be in the habit of slouching. How you feel, think, and stand or sit are like a team, and each one influences the others.

To write well, you need to feel well, and sitting or standing erect goes a long way toward making you feel well. Accustom your body to sitting, standing, and walking erect.

Nonetheless, I have some amazing news for you. It's that an almost magical way to let you or anyone always sit or stand straight exists. It's by *making believe you have already been sitting and standing straight for over one month. Yes. Making believe you already accomplished certain specific goals* will let you "defy reality". This unique method works by using one part of your brain—probably the conscious brain, to fool the rest of your brain—which is probably the subconscious brain, and let you actually function, thus live the way you would be living only after—but as if—you had (already) completed all the required steps that are necessary, even indispensable, to let yourself function and live in a specific way you desire to live.

Once you apply that method, after you accept that you have been walking straight for over a month, slouching will feel foreign. It will feel like something you would not even think of doing. And if you ever found yourself slouching, you will feel bad. Another wonderful thing about (fooling yourself into) believing you have already been sitting and

standing straight for over one month is that it installs an alarm in your brain that rings anytime you're not sitting, standing, and walking erect.

## 104. Everyone Usually Misremembers the Details of What Happened

Scientific research confirms that our emotions and cognitive biases dominate how we process information and remember events, often causing us to misremember—thus distort—how we remember things. "Misremember" means to remember incorrectly. "Disremember" means to forget.

Time also makes us forget many of the events we lived through and tends to distort how we remember them and sometimes also the order in which they took place.

Even when you do your best to remember a thought or a specific event the way it happened without getting things mixed up or backward, you might not remember it accurately or forget a crucial word, quantity, or other facts.

The easiest and most reliable way to record your more important thoughts and experiences is to describe them by talking into a speech-to-text app, write, audio-record, or video-record the key facts or the most important things you are experiencing or experienced perhaps minutes ago.

Keep the above in mind each time you interact with other people, and do not concern yourself too much with the details of what's taking place because—though at the time they may seem crucial—the people you interact with will most likely *not notice* some things you might feel certain they would notice, or—if they remember them—remember them *differently*.

# ENJOY PERFECT HEALTH AND HAPPINESS

Though the preceding title will probably sound too good to be true, it states three truths that are based on the fact that Life and Creation are perfect and that almost every human being who is not physically or mentally challenged is perfectly structured and perceives, feels, thinks, and functions perfectly.

The phrase “Heaven is within you” is in “The Bible”. It’s true and it works. “Heaven *is* within you”. “You are complete”. Heaven, paradise, and perfection are not outside of you. You cannot achieve those peak states by buying a new car or a house, starting a romantic relationship, or engaging in sex. Of course, falling in love does feel heavenly.

Though only a few people are aware of it, success and happiness are essentially a mechanic, thus a mathematic process. By understanding and applying all the things I am explaining to you in this book, you will be able to write better, speak better, think better, and doing those great things will let you achieve what everybody wants: to enjoy perfect health, always feel happy, and live perfectly.

The wise saying, “Life is not a dress rehearsal”, is also true because it is intelligent and wise not to wait to die and be admitted into Heaven (a place there is no way to confirm exists) to live perfectly and always be happy.

Only as we grow older do we come to realize how magnificent Life, Creation and each human being is. Each human being is a marvel of Creation and a being God, the Supreme Intelligence, created.

Each one of us can walk, talk, and move in an infinite variety of ways and speeds. We can think, imagine, and visualize things—even things that do not exist, and we can also even build some of them.

Like the vast majority of human beings, you are probably also complete, not missing any parts, and *physically, mentally, and structurally perfect*! Though the notion of living perfectly means different things to different people and might seem unattainable, anyone who takes the required steps can live perfectly. I say that because I have taken those steps and confirmed that is true.

Though any day, at any time, you or anyone could feel sick, feel a physical or mental pain, have an earache, a sore throat, have accidentally cut yourself, fallen, been in a car crash and broken bones, or be in the hospital—instead, we usually feel perfect because each one of us is intrinsically perfect. Each one of us is perfectly structured and functions perfectly.

Though certain problems and challenges can make any one of us feel unhappy, problems are challenges and opportunities to grow. Learn to accept them and work to improve your ability to solve problems.

"A smooth sea never made a skilled sailor".

—Franklin D. Roosevelt

"In life, there's always a solution."

One of the first steps and keys to living correctly and being happy is to go to bed early. Benjamin Franklin gave us one of the most helpful sayings: "Early to bed, early to rise, makes" a person "healthy, wealthy, and wise".

To enjoy perfect health, live perfectly, and be happy all the time are excellent, realistic, and doable goals. And though some people are enjoying those three marvelous things, and some are also enjoying many more wonderous things, and though I wish the situation were the opposite, I continue seeing that in the perfect Creation we live in, most people are used to doing things the hard way and keep doing things that way, and expecting to keep suffering in life. And I always see that most people—at least in the Western hemisphere—also live waiting to die, go to Heaven, and start being happy in Heaven, not here, not now. In a

YouTube video, philosopher Alan Watt says that concerning religion, "They made it all up". The likely truth is that no one knows for a fact one thing about God.

## PSYCHOTHERAPY

As much as I've learned about living and living perfectly, and as perfectly as applying the practices I suggest others do that help me live in ways that, for me, are perfect all the time, I am also still in the habit of—usually without realizing it at the time— doing a few things incorrectly or *the hard way*, the wrong way. Nonetheless, I work hard at identifying and correcting that flaw, and I continue to improve.

The most effective way to identify the things you are doing wrong in your life—but cannot see that they are wrong—is to have some other human being, a psychotherapist, help you see them. Psychotherapists are excellent and give their patients or clients extremely helpful professional advice. Professional counselors are best because every friend or family member will unavoidably have their own interests that might conflict with yours.

## GOD CREATED US TO FEEL HAPPY ALL THE TIME

Each person is a world and will interpret and react differently to the notion of living perfectly and always being happy. One woman told an audience: "I had a perfect childhood till age seven and was always happy. After all the ups and downs of growing up, earning a living, getting married, and raising a family—all of which close to evaporated the notion of being happy all the time in me, the second time in my life I came across the notion of always feeling happy was when I saw an older Black woman in Grand Central Station in New York City walk into an uptown number 6 subway car holding a book titled "You Can Be Happy All the Time". The author's daring and, as far as I know, unheard-of idea, and seeing that that woman was reading his book resonated in me, and I instantly agreed that the author was correct. I soon realized that the way everyone is always hoping and striving in every way to feel, it is possible to *be happy all the time*, and that I might be able to and should start working towards also being happy all the time, did, and am finding ways to be happy for longer swaths of time, and also keep trying

things, such as new foods, or new people, that will make me happy or happier."

## GOD CREATED US TO LIVE IN THE PERFECT STATE

"You reap what you sow". The Golden Rule: "Treat others how you want them to treat you", "Forgive those who know not what they do", "You get what you give", "Violence begets violence", and the many otherwise time-tested quotes that guide intelligent people's lives are like mathematics and the scientific method—true, unchanging, 100% reliable keys to living correctly.

Unless someone or something manages to stop you, by applying the suggestions I am sharing with you, plus as many wise sayings as you can find and apply, and by cleverly circumventing obstacles and negative and toxic people, and persevering, you will most likely easily succeed and enjoy perfect health and happiness. It is plain to see, hear, smell, touch, taste, and otherwise experience that God created Creation to *make it easy* for everyone to succeed.

Every one of us can see, hear, smell, and perfectly perceive anything we touch. Every one of us can think, imagine, foresee, and remember! Those God-given abilities are Divine. Each thing, starting with our life and each day, is an immense gift from God. But so few people stop to think and are able to accurately appreciate God's gifts.

By applying the suggestions I am sharing with you here, you will be able to succeed and thrive. Not applying them would be one of the biggest mistakes someone who reads this book can make because sooner than they probably expect would be putting themselves on the road to suffer continual and gradually increasing pain.

They will usually not feel the pain immediately. They'll start feeling it little by little, slowly, till at the stage when no one can return to their younger years and live correctly, aside from taking painkillers and the like, there is nothing an older person can do.

The wise saying, "You reap what you sow", summarizes the sad situations that, so regrettably, the majority of the people in our extremely successful and wealthy nation are right now repeatedly and consistently creating for *themselves*. It seems that so many people cannot foresee the consequences of what they are doing to themselves, or if they do (like people who smoke, for example) are unable or

unwilling to make the necessary corrections. That keeps some intelligent human beings living in what can be called hell.

## EACH PERSON CAN DO EACH THING PERFECTLY

Prevent pain by doing each thing correctly today. Start by thinking about the best direction to go in and live in. To escape misery, at the very least, you need to *eat healthy and exercise*. There is no going around that because God designed life and all living beings for us to eat correctly *and* exercise. Even cats exercise.

Otherwise, you'll gain weight, which will become more difficult to get rid of as you get older. And if you make the big mistake of becoming obese, you will become *a prisoner inside your own body*. And your muscles, your brain, and the rest of your body will continue to atrophy.

From 2017 to 2020, "obesity among U.S. adults 20 years of age and over was 41.9%, and severe obesity was 9.2%. More than 100 million adults are obese, and more than 22 million adults are severely obese (CDC.gov). And those percentages keep rising.

## WHY MOST PEOPLE FAIL

Though it is best to speak and write the truth, you must always be extra careful not to say or write something that might offend someone.

Though there is no reliable data on the reasons the overwhelming majority of people fail in life, and each case is different, one researcher suspects that it might be because their parents did not take the time to learn the facts about how to stay in perfect health, live correctly, succeed, and be happy—and that prevented them from being a good example for their children. Consequently, those people and their children wind up (or "wound down) "living lives of quiet desperation", as Henry David Thoreau wrote in 1849. And the fact that their children keep transferring their mistaken ways to their children might help explain why most children of educated people succeed, but most children of uneducated people fail. A New York Times article titled "A Dumbed Down Democracy" says that "at least 30 million American adults cannot read" and that we are in an "epidemic of ignorance" (2016).

In different ways, such as how physically fit an individual is, how they speak, what they speak about, how they speak, who they associate with, and how they treat people, unknowingly or intentionally most people reveal how *happy* they are, and either way, that's pretty easy to see. Some researchers posit that many people do not know that the reason many people are unhappy might be because the unhappy people were not sufficiently loved when they were children. And one reason some researchers think caused parents to not give their children the attention and love they need is that, especially after World War II, Americans have been working too many hours and not giving their children the amount of attention they need. What else produces so many unwanted, insufficiently loved, or unloved children?

The author of a stunning graffiti painted in Spanish across the street from a large public market in a South American capital city shed light on that still seemingly uncorrectable problem by spray painting: "*Señoritas putas, por favor dejen de tener tantos hijos*", a shockingly honest statement which translates to: "Dear young prostitutes, please stop having so many kids".

Part of the solution to that ever-present and seemingly incorrigible problem might be to realize that one of the things that propels most people everywhere to reproduce with the wrong person, and often years before they are ready, is the overpowering human sex drive in young human beings, who, like all animals, are unavoidably subject to it.

The other known part of the solution is to be smart enough to *always* use contraceptives, usually a condom, which, when also used after applying a contraceptive cream, are said to "almost always" work. But remember that a 100% reliable contraceptive does not exist. Also, remember that "If something can go wrong, it will."

One of the main reasons millions of people in the U.S. and billions of people around the world do so many stupid things is because they are continuously intoxicated or intoxicate themselves by eating intoxicating foods, drinking intoxicating drinks, smoking cigarettes, drinking alcoholic beverages (even just beer), or using drugs.

It's shocking but true that—intentionally or unknowingly—almost everyone is letting other groups of people, usually businesses,

intoxicate them or intoxicate themselves by smoking, drinking alcoholic beverages, or sodas.

Almost every soda is sweetened with aspartame. One source says 70% of all the complaints the FDA receives are about aspartame.

## CONSUMERS KEEP POISONING THEMSELVES

Board-certified neurologist Russel Blaylock says in one of his eye-opening YouTube videos that some of society's leaders are creating "two types of people:" Those who are smart enough not to poison themselves or let others poison them. And those who are not able to realize that they are being poisoned every day by the foods they choose to eat.

Anytime someone has not been shown how to fully appreciate life and its wonders and also does not feel perfect and thrive, though perfect health is automatic (unless the person is doing or letting others do something to them to block it), it's usually mostly because those individuals are inhaling, eating, or drinking the large number of poisons that are intoxicating and weakening all of us.

Another key reason is that though the U.S. Government is the best in history, its leaders have not implemented sufficient ways to always protect everyone in the nation from secondhand cigarette smoke. Thus making secondhand cigarette smoke the number one intoxicant we are all forced to inhale close to daily.

Also, the food manufacturers add toxins or also excitotoxins (such as MSG and aspartame) to make the foods they produce and sell irresistible. But when a person takes the time to learn to differentiate between the many different ingredients manufacturers add to foods—and it only takes about one hour to do that—they would not buy intoxicating foods or drinks and be in perfect health because . . .

## 105. Perfect Health is *Automatic!*

Perfect health is automatic because—nonstop—your subconscious mind controls your body and brain to ensure each cell in your body always heals and restores itself back to the normal state, which is perfect health.

Creation, the Life Force, and the Life Process it drives, and every cell in every healthy person's body and brain are perfectly structured

and function perfectly. Each person's trillions of cells let each person easily think, do each thing perfectly, and feel happy for extended periods of time and preferably all the time.

"To err is human". It's normal for any human being to occasionally commit an error, such as by eating an unhealthy food that makes them feel sick.

Only certain cells in the bodies of individuals who were born with a physical or mental challenge, or who have made themselves sick by eating foods they must not eat, or did some other thing no one must do—will *not* be working imperfectly.

Anytime a person is not thinking clearly, feeling sad, feeling sorry for themselves, confused, powerless, or in the worst, feeling worthless, and is probably also doing some things shoddily or stupidly, it's usually because something caused that person to feel and act or react in those negative ways. A sick person cannot feel happy. To feel happy, a person must be in good health.

Be very cautious because certain corporations add specific substances that are poisons to the air, the public water, and to the foods we buy and eat. Also be very cautious what you expose yourself to in the media. Some of its contents is extremely toxic.

| EAT THE HEALTHIEST FOODS OR REGRET EATING JUNK |
|---|
| • Never eat a food that (your wrote that) made you sick |
| • Do not combine a starch and a protein in the same meal. After eating a fruit—wait 1 hour to eat a different type of food. . After eating a starch—wait 2 hours. After eating a protein—wait 3 hours to eat a different type of food. |
| • Eat foods that you know you easily digest |
| • Don't eat foods that you do not digest easily |
| • Eat foods that help you have perfect daily bowel movements |
| • Track and write how easily you digested a specific food |
| • Rinse your colon with water once every three months |

# EXPOSURE TO SECONDHAND CIGARETTE SMOKE KILLED 41,000 AMERICANS IN 2024

The cigarette smoke smokers knowingly or not force everyone to breathe every day is a poison and makes everyone feel sicker each day. But so few people have figured out and know that secondhand *cigarette smoke is one of the key poisons that are making everyone sicker each day*.

It seems that perhaps the majority of smokers are not aware that each time they smoke, they are inhaling 7,000 chemicals, and that each year in the U.S. those chemicals are killing 480,000 smokers and *41,000 people who do not smoke.*

When doctors perform an autopsy on people who have died after years of inhaling secondhand cigarette smoke, they always find that their blood cells contain "cotinine". The only source of "cotinine" is cigarette smoke.

The CDC Center for Disease Control's website informs everyone that among adults in the United States, "*Exposure to secondhand smoke is killing 41,000 people each year* —7,333 from lung cancer, and 33,951 from heart disease.

https://www.cdc.gov/tobacco/secondhand-smoke/health.html

"Laissez-faire" is the policy or attitude of letting things take their own course without interfering with others' actions. It is an attitude to life. In economics, it is when a government's policy is not to interfere in the workings of commerce. Laissez-faire is one key U.S. Government policy.

Sadly, though on its many websites the government posts all the "facts" about the harm chemicals are causing everyone, it is not protecting the public from second-hand cigarette smoke nor from the many other harmful to deadly chemicals that businesses dump into the air, the fluoride that municipalities add to the public water, and the harmful chemicals food manufacturers add to the food and to the drinks consumers buy.

The two *core poisons* that make everyone feel sicker each day are secondhand cigarette smoke, and the fluoride municipalities add to the public water.

Though cigarettes contain thousands of deadly and mind-and-body-altering chemicals and their smoke makes everybody sicker each day, overly busy and distracted, almost everyone has been fooled into accepting secondhand cigarette smoke as a key component of the ugly but unchangeable reality we live in, and not complain about it. F.G. Bailey wrote in his brilliant book, "Humbuggery and Manipulation: The Art of Leadership", that the overall condition human beings live in is very messy (1988).

It's also baffling, in part because though everyone wants to be loved and love, succeed, live well, be happy, and thrive, and despite the abundance of extremely helpful and often easy-to-apply information that has been proven to work and is available from so many sources, few people look for that readily available information, read it and apply it. That appears to be one of the main reasons most people do not succeed, and so many people actually fail in life, slipping into a downward spiral, where they suffer the pains of failure, and unknowingly confirm Thoreau's revelation that most people "live lives of quiet desperation".

IN ORDER TILL HERE

## 106. Inhale Fresh Air and Get Some Direct Sunshine

The more fresh air you let into the room where you are writing or working, and the more stale air you get to exit that room, the better your brain functions, the better you feel, and the better you think, talk and write, or work. According to yoga, the air has "prana"—the life force. Air helps give us strength.

Your body and mind need clean, fresh air and sunlight. Exposing your skin to the sun is healthy. That's one reason why when the sun is shining everyone feels great, but when it's cloudy, they don't feel as good.

Take regular breaks from writing. Go outdoors to get some fresh air and sunshine. They will revitalize you, as will exercising.

## 107. Physical Exercise Cures and Revitalizes

"Our remedies oft in ourselves do lie, which we ascribe to Heaven." — William Shakespeare

Not moving atrophies the body and the brain. Physical exercise enlivens and strengthens you and makes you want to move more and faster. It releases chemicals into your brain and body that make you feel happier and healthier and let you think better. It also keeps you young and rejuvenates you. What really determines your age is how much and how often you move.

Regularly doing physical exercise helps you write better. Though doing physical exercise may seem disconnected from writing, it goes hand-in-hand with writing because the better condition you keep your body in, the better your brain functions, and the better you think and write. Mainly because the better condition your cardiovascular system (your lungs, your heart, and your circulatory system), every one of your organs, your nerves, and every part of your body, especially your brain is in, the better you feel, think, reason, write, and function. Exercise also increases your appetite and makes food taste better! Exercise releases various chemicals into your brain and body that make you feel stronger and smarter, lets you move easier and faster, and makes you feel happier, more relaxed, optimistic, confident, and self-efficacious.

## 109. Never Again Eat a Food That Made You Sick

Nutrition is the first step towards physical and mental health.

You write best when you're in perfect health, functioning at 100% of your capacity.

An error some people keep committing sometimes, but an intelligent person is careful not to repeat is eating or drinking something that made them sick.

To prevent doing that, in your Error Log, write how a specific food you ate or how a specific liquid you drank made you feel. "*Don't eat foods that make you sick*", wrote Jethro Kloss in his must-read book,

"Back to Eden" (1939). Because anytime you feel sick, you cannot think, talk, or write correctly, it's crucial for you only to eat "foods that you know do not make you sick". To be certain which foods made you feel good and which made you feel bad or sick, every time after you eat or drink something that makes you start feeling sick, write in your Error Log specifically how that specific food or drink made you feel. Including the details will help you remember to *never again* eat that food or drink that drink. The human memory changes things, and we often remember things differently. If you do not write those things, you can easily forget that a food made you sick, or even which food made you sick, and repeat that error.

Not eating foods that make you sick, eating only fresh foods, eating foods that digest easily, not foods that inhibit digestion, and doing physical exercise are the most time-tested, reliable, empowering, rewarding, easiest, least expensive, and fastest ways to stay in perfect health. It's also important to relax and rest before you eat, while you are eating, and after you eat. If you have the luxury to take a siesta after eating, that is even better because it lets you use more of your blood to digest the food you just ate.

Some foods or drinks strengthen and cure you; others sicken and weaken you. The connection between the food you eat and how you feel is as direct and works the way a bicycle's pedal moves the wheel. In his book, "Brain Wash", Austin Perlmutter, MD, explains how what you eat affects how you perceive, feel, and see the world.

Many allopathic (natural) nutritionists also advise patients not to *add salt or sugar* to their food. Though it takes about a month or more to fully develop your ability to taste *the uniquely delicious taste each food has*, it's best to stop adding salt or sugar to food and start becoming more sensitive to the subtle, sublime flavors each fresh food gives off. Instead of salt, add garlic, ginger, and other condiments to spice up the food you cook at home. And avoid eating out.

Food companies continue to incrementally add increasing amounts of sugar and salt to certain foods. So much that when those who make the mistake of eating those unhealthy foods eat them, natural food tastes close to tasteless. Conversely, those of us who do not add any salt or sugar to our food start tasting tastes you cannot taste when you eat foods to which salt, sugar, or both things have been added.

Never eat animals, and preferably do not eat fish. Don't eat anything that comes from an animal, such as milk. "No dairy", Dr. Kall Sellers told us in Vilcabamba, Ecuador, back in 2009. People lived to 120 years of age in that town. Eggs are one of the best sources of protein.

Fruit juices are the healthiest and most instantly energizing drinks. Many times each day, I cut a few oranges or tangerines in four and suck their juice. Eat plenty of fruits for breakfast. They also work wonders for your digestion.

## 109. Track How Easily You Digest and Excrete a Food

One of the most reliable ways to find out or confirm whether it is good or bad for you to eat a specific (perhaps for you new) food is by observing your stool the next day, taking a photo of it, giving that photo a title, and keeping a written description of how easily or how difficult it was for you to digest it and push it out of your anus. To confirm that that a particular food is the one that was easy or difficult to digest, you might need to repeat your analysis after you eat that same specific food again. Sometimes, if the only food you ate that was not part of your routine diet constipates you, it might be easier to recognize that that food is the one that caused your constipation.

## 110. Log and Track Every Error

Errors sidetrack us. They can set the person who committed it and often also other people who that error affected back, cause pain and regret, and may result in a loss of money or other some other thing(s)—even things such as a once-in-a-lifetime opportunity.

Each morning, everyone thinks the clearest, precisely, optimistically, performs best, and does not commit errors. But as the day unfolds, everyone burns energy, and the later it gets, the more everyone starts feeling tired and thinking less clearly so that when night comes, everyone keeps going as best they can. In the morning, everyone also writes better because their brain and body are completely rested and fresh.

Younger, older, less educated, and poorer people commit more errors. The young have yet to learn certain crucial things. Older people know more and have accumulated money, but their brains (especially their memory) and their bodies slowly deteriorate. Less educated

people have learned and know less. And poor people have less money and resources. “Youth is wasted on the young”. Another curious fact is that no one tells young people that retirement and old age come sooner than anyone expects.

The best advice Benjamin Franklin gave us is: “Early to bed, early to rise, makes you “healthy, wealthy, and wise.” Though it sounds overly simple, obvious, too good and too easy to be true, it unfailingly improves people’s lives.

And though, if you scrutinize it, the strongly promoted so-called “Nightlife” is in reality artificial and unhealthy, it’s depicted to be better than living in the sunlight.

Have you ever read something you wrote a few days ago or longer and wondered: “What was I thinking when I wrote that how I did?” Writing errors occur when your brain and body are not functioning at a high level. A level you can always live at by doing the right things.

To remember what caused a specific error, help you not repeat it, identify ways to prevent it, and learn that lesson—write a *detailed description* of each error you committed or saw someone commit to analyze it best. Some things certain people regularly do—such as eating junk food, not exercising, not reading, and not writing—are excellent examples of actions to never imitate. Unexpected, disturbing sounds distract, steal energy, and often cause us to commit errors we would otherwise not commit. Email yourself your Error Log entries (and include an access code such as EL1 before that email’s subject).

## 111. Ventilate Your Bedroom

To sleep better, you need to sleep in a well-ventilated bedroom. Because the air we exhale is always hot and hot air rises, in each room, even in the winter, open the top of a window at least 1/32nd of an inch (about 1 millimeter). Then open the bottom window at least the same amount—or as much as you like. When it’s not too cold, always open a top and also a bottom window at least a hair. Air is tiny. It passes through the smallest openings. Though some older people who do not shower daily can smell bad, younger people who do not ventilate their bedroom can also smell bad.

## 112. List the Ten Things You’re Thinking

To live, each person must and does keep thinking a very large quantity of new thoughts. Because at any moment, each individual can only think and be conscious of about four thoughts to make room for the new thought, as soon as you start thinking a *new* thought, you forget at least one of the thoughts you were just now thinking.

Though every person who is awake is conscious of many or perhaps of all of their conscious thoughts, their subconscious brain is always thinking many more thoughts and even much more sophisticated thoughts. Writing down the ten you are aware of at a specific moment can be a big help. Do that by saying the ten things you're thinking about into a Speech-to-Text app for it to transcribe each word you say.

Audio record your most important and promising thoughts by saying them into a Speech-to-Text app. Or write them or type them. It's possible to record "every thought" you've just thought for about five minutes, but it's impractical and impossible to continue doing that much longer.

Keep in mind that reading or listening to an audio recording of your thoughts consumes the *same* amount of time it took to write, record or video record them.

What I realized is that though I write or audio record many of my thoughts and usually email them to myself, I rarely have time to read or listen to many of them. Consequently, most of the thoughts I took the trouble to write or audio record get buried and lost. To solve that, I have been writing my top thoughts in my *Thought Log* and saving that file in my external memory, so that when I get around to it, I can skim my saved thoughts.

OTHER OLDER VERSION IS HERE – MERGE, SIMPLIFY AND REWORD AND PERFECT ALL THE TEXT.

Each day—often at lightning speed—each of us thinks a staggering quantity of thoughts. Every human being who is awake is

thinking and aware of the conscious thoughts he or she is thinking, and though no one can always be fully conscious of "every" thought they're thinking or thought, writing what you are thinking at a certain point in time can be a big help. Do that by saying the ten or so things you are thinking about—into a Speech-to-Text app, for it to transcribe each word you say.

As soon as a person starts to think a new thought—in part because at any moment, each individual can only think and be conscious of about four thoughts, to make room for the new thought—that individual suddenly forgets at least one of the thoughts they were just now thinking.

Some thoughts are extremely valuable. Audio or video record them, say them into a Speech-to-Text app, write them, or type them. And though it is possible to during—let's say—five minutes, record "every thought" one just now thought, it's impractical and also impossible to continue doing that much longer, because to live, each person must keep thinking new thoughts, and to read or listen to an audio recording of any past thoughts consumes the same amount of time it took to write, audio record, or video record them.

So, what I have found that what ends up happening is that though I recorded a thought, I only listen to "some" of them at some future time, and rarely "read" the texts of the thoughts I email myself—so most of them get buried. To correct that, as of this moment, I will be writing my top thoughts in my Thought Log and saving that file in my external memory.

## 113. Create Charts, Diagrams, Graphs, Lists, Checklists, Mindmaps, and Timelines

### CREATE CHARTS, DIAGRAMS, AND GRAPHS

### WRITE LISTS

Lists list one or more words on each line, one under the other. They save time, are easy to write, read, and use, rarely contain a

sentence, and never contain a paragraph. They make life easier, and when you can tick off a task you completed, it makes you feel good.

Writing a list of items is the simplest and most helpful way to register and read a series of items. Two of the most famous lists are the "Ten Commandments" and the "Bill of Rights". We use a:

| |
|---|
| • To-Do List |
| • Grocery List |
| • Shopping List |
| • Checklist |
| • Invitees List |
| • List of a publication's contents |
| • Paper or article's outline |
| • List of the 100 Words You Use Most |
| • List of the Words You Will Stop Using |
| • List of the Words You Will Start Using |

Sometimes, the quantity of things you must do can seem overwhelming. Remembering the things you have to do or buy takes up cognitive resources—but transferring your thoughts onto your computer, mobile device, or paper will unburden your memory.

Lists document what we ordinarily forget (Robert N. Kraft, Ph.D.). It's easier to remember things that have a structure. Stories typically connect events by cause and effect, but the items on a list usually don't. In a list, Item one does not necessarily cause item two. When we don't write a series of items, we forget them or remember some of them out of order.

A "listicle"—an essay written as a list with a brief description under each item, is a popular type of article on news platforms.

## WRITE CHECKLISTS

*For want of a nail—the horseshoe was lost,*

*For want of a horseshoe—the horse was lost,*

*For want of a horse—the rider was lost,*

*For want of a rider—the battle was lost,*
*For want of a battle—the kingdom was lost,*
*All for want of a horseshoe-nail.*

— Benjamin Franklin

Have you ever ran back home to get something you forgot to take with you? If you had written a checklist and used it, you would have remembered to take it with you.

A checklist helps you remember to do one or more of a series of tasks completely and in the correct order. A good checklist will eliminate forgetting, avoiding, omitting, or neglecting every important or crucial step in the execution of a larger, multi-step task. A checklist should be as short as practicable, include only the necessary checks, and be easy to read. A "to-do list" is the most common checklist. Pilots do not take off until after they put a checkmark after every item on their "pre-flight checklist" to ensure that the airplane they will correctly fly, take off, fly, and land.

Not confirming that every item on a checklist works and writing a checkmark after it can cause a problem or a disaster.

Create a checklist by writing each item you "must" check. Then, after you check each item on your checklist and see that it is working, put a checkmark after it.

After a Boeing B-17 Flying Fortress crashed in 1935, before taking off, every pilot started to in the cockpit always do a pre-flight checklist as part of their preflight inspection.

Every checklist must be written and might be printed. Mental checklists do not work and can cause a failure or a disaster because anyone can forget to check any item that is on a checklist. Checklists are also used to help doctors perform a surgery. In "The Checklist Manifesto: How to Get Things Right" (2009), Dr. Atul Gawande explains how using checklists in daily and professional life can ensure consistency, efficiency, and safety. Checklists also help troubleshoot and diagnose malfunctions.

The items on a checklist should not be over-detailed in descriptiontion or ambiguous. A checklist should not describe procedures.

The order of the items should be logical and chronological. When the items that must be checked are spatially distributed, an order minimizing travel or search time is more efficient.

### DRAW A MINDMAP

A mind map is a linear or nonlinear diagram that shows one central topic linked by colored lines around it to other words, tasks, concepts, and other items. One mindmap can turn a list of raw, seemingly uninteresting information into an organized, colorful, easy-to-comprehend, and memorable mindmap diagram.

### CREATE TIMELINES

In chronologic order, timelines show when each specific event took place. They help us deduce causes, effects, and possible consequences. They list pivotal events in history and in the lives of key individuals, display facts and dates in almost any field, and let us see how events are related and might have affected, or could affect, or could bring about another event. Placing one timeline above another can help us compare many things.

## 114. Occasionally Work Standing

We usually do things better when we are standing. But since standing uses more energy, only work standing occasionally and draw, handwrite in cursive letters, or type standing. If possible, let the Sun shine on you and the paper you are drawing or handwriting on for its rays to energize you.

It's much healthier to stand erect than to slouch because when you are standing, you function better. Worse, a person who is slouched is usually not 100% conscious. Standing erect instantly fully wakes you up and improves and enhances your physical and mental state, letting you think clearer and better.

Right above your hip bones, the bones in your spine function like a hinge. As soon as you flex the two long muscles that go from your shoulders to your lower back on each side of your spine and are called the *erector spinae* muscles, your spine becomes fully erect. Whenever you do not fully open that living spinal bone hinge, you slouch. So, flex your erector spinae muscles to keep your spine erect, keep your torso up, your chest out, and your head up.

ORDERED THE SENTENCES TILL HERE

## 115. Internalize “The Bedford Handbook”

“The Bedford Handbook”, by Diana Hacker, published by St. Martin’s Press, is a free PDF that might be the best academic and formal writing guide and reference. It explains English grammar, composition, citation, and textual analysis, and includes excellent sample texts and essays, illustrations, and explains how to format text in the MLA, APA, and Chicago citation styles.

## 116. Use Google Tasks

That app lets you see your tasks as words to prioritize and remember to do them punctually.

## 117. List Your Top Ten Values

To clarify which things are more important for you and help you get to know and understand yourself better, write a list of your Top 10 Values—from most important to least important. To choose among some popular values, check out the following website:

*https://qualitycharters.org/wp-content/uploads/2016/10/Hiring-For-Fit_Values-List.pdf*

## 118. The Transposed Letters Effect

“I cdn'uolt blveiee taht I cluod aulaclty uesdnatnrd waht I was rdanieg: the phaonmneel pweor of the hmuan mnid. Aoccdrnig to a rseearch taem at Cmabrigde Uinervtisy, it deosn't mttaer in waht oredr the ltteers in a wrod are, the olny iprmoatnt tihng is taht the frist and lsat ltteer be in the rghit pclae. The rset can be a taotl mses and you can sitll raed it wouthit a porbelm. Tihs is bcuseae the huamn mnid deos not

raed ervey lteter by istlef, but the wrod as a wlohe. Scuh a cdonition is cllaed Typoglycemia.

Amzanig huh? Yaeh, and you awlyas thguoht slpeling was ipmorantt."

As long as a word contains all its letters and its first and last letters are not moved (even after such changes), your brain will "instantly" figure out and tell you what the correct words are. The fact that (as far as I have seen) everyone can read the above transposed letters effect paragraph and instantly figure out the correct meanings—proves the human brain's astounding ability to reorder things correctly, fill in blanks, fix errors, and even instantly figure out and allow everyone to understand a paragraph written in a way that when one first looks at it, does not make sense.

# IMAGINE, MAKE BELIEVE
# LIVE INVENTIVELY, EXPERIMENT

## 119. Live Inventively and Experiment

"The only way to discover the limits of the possible is to" think about "the impossible." — Arthur C. Clarke

About 80% of all nonfiction writing is creative. Fiction is often about imagined, possible or impossible, illogic, incomplete, distorted, common, familiar, strange, or sometimes supernatural things. Experimental fiction is more daring and more inventive and can include things that are nonsequential or even nonsensical. Things that don't add up or do not add up because something is—sometimes intentionally—not in the story.

Fiction expands the imagination and our very existence. Moderate, sensible exposure to fiction helps everyone live better. Writing fictitious stories is a privilege that frees and empowers the writer's and his reader's minds by only in their imagination making an impossible thing possible. The funny thing is that because it takes a while for us to differentiate fiction from reality, for a moment, our brain and our body "believe" that what we read in a book or see on a screen is real. Writing about what never was, what is not, or what we think could never be, helps everyone understand reality—*what is*.

Billions idolize and *love* superheroes, in part because they take us on quick, imaginary vacations. And like few things can, for a few minutes, they make us feel that we're as powerful as them. Everyone instantly always identifies with the main character and soon starts to feel like they are them, which can often be therapeutic.

To make everything that will happen to bring about its end easier to invent, some fiction writers write the end of their novels first.

Assigning someone a nickname can help you better understand a person or a situation. Your subconscious mind and your guts will often tell you the nickname that fits a person. Calling a car a "lemon" after discovering it doesn't work as well as the used car salesperson said it does is an example of a nickname. "Brain" is another nickname. Nicknames, also called "appellations". They can be humorous, satirical, sarcastic, glorifying, or just about anything. But remember that human beings are more sensitive than most people realize, and a person might feel deeply offended if someone calls them a nickname they do not like. So, it's far better never to tell anyone what you *renamed* someone or something. Be smart; keep the nickname to yourself. Only use it to help you see what's really going on, and tell that to yourself to drive home that revelation.

The fact that people usually get what they expect proves that words and the imagination are far more powerful than most people know. "It is done as you believe". A *self-fulfilling prophecy* is an action or an event you hope, believe, and expect will happen, and one that often comes true *because* you expected it to. So, go ahead and expand your notion of what is possible.

To pave the way to help yourself get something you want, imagine getting it. Better yet, *imagine having already gotten it.* The unique feeling that will give you will even propel you to take certain steps you will need to take to "really" get it, to really achieve or obtain the thing you want to get, achieve, or obtain.

Also, imagine getting and enjoying *twice as* much of *anything* else you like or love—including "love". So, go ahead and imagine being "loved" twice as much. And while you're at it, also imagine being loved by twice as many people. Or imagine earning *twice as much* as you're now earning, and you just might start earning that much more money. Or you just might start getting any other thing you want and—as I am suggesting—imagined having gotten.

So, go ahead and imagine anything. The best and a proven consequence of using your imagination is that it puts your brain and *every cell in your body* in the direction you are imagining and foreseeing, in these cases, of getting that thing you hope to get.

So don't make the big mistake of starting to think that you'll never achieve a certain goal. That poisonous *negative* thought will make your brain start thinking—then really believing—that you will never achieve it and it'll put your body in that self-defeating direction and mathematically increase your chances of not achieving it.

So much in life is initially, mostly, or fundamentally "mental". Even the suffix of the word *funda•mental* is "mental".

## 120. Live As If You Had Already Accomplished a Specific Goal

Telling yourself you already accomplished a difficult or seemingly unattainable goal days ago makes your brain and body believe you have. And though you have not yet accomplished it on a certain level or dimension, that outrageous but effective trick lets you start functioning and living as if you had.

Playing that clever hypnotic-like trick on your brain lets you not need to invest the time and effort you would have had to invest to accomplish that highly desirable goal.

Researchers have discovered that by tricking themselves into "making believe" that each time they sat, stood, or walked, they had already been sitting, standing, or walking erect for over a month, they found themselves close to effortlessly sitting, standing, or walking down the street erect, exactly how they believed it was possible to do—but didn't know how to do, and wondered if they ever would be able to do—but hoped to one day discover how to do, and did.

Thus, anytime they found themselves not standing erect—for example, they would remember that they had already been standing erect and immediately stood erect.

That also lets you *believe* you have *already* gotten into the excellent habit of always sitting, standing, or walking erect and are almost magically easily doing those healthy things.

Among so many other simple examples is making believe you always enunciate perfectly. Making believe that that is will get you to

start enunciating perfectly, and by telling yourself that you have been enunciating perfectly *for more than one month*, you will most likely enunciate perfectly.

You are overflying. You are applying a revolutionary and life-changing technique that lets anyone skip the required steps and neutralize the unchangeable laws of physics they would have had to take to achieve a specific goal and accomplish it by merely *making believe you already accomplished it*.

## 121. Write Whatever Comes Out From You —Even If It's Nonsense

Anytime you feel that garbage, nonsense, or junk is what wants to come out from you—write it because you can edit and reword anything you wrote. Sometimes, only by writing those things will a great sentence or idea emerge.

Write whatever comes out. *The more spontaneous, honest, and original—the better!*

## 122. Handwrite in Cursive Letters to Clarify What You're Feeling

"Cursive writing", also called "longhand", is like drawing and activates larger parts of your brain than writing block letters or typing. Unlike writing in uppercase or lowercase block letters or typing, cursive handwriting also uses more of your neck, shoulder, arm, hand, and finger muscles, and it connects you more with your feelings, your thoughts, and your soul—your essence.

Write by hand once in a while to let your guts and your soul steer your hand. Let your writing hand move on its own. Never censor yourself—*get out of the way*. What you write will amaze you!

## 124. Set Your Goals Cautiously and Choose Your Direction

Being *cautious* avoids possible—or even seemingly impossible—problems.

A protractor is a semi-circular—usually clear plastic—tool we use to measure and indicate degrees from zero to 360 degrees (a full circle).

You're standing at one end of a football field and at the center of a 50-foot-wide protractor painted with water-based paint in white lines on the floor of one end of that grass or astroturf field. Though protractors only show 360 degrees, angles, or directions, though the smaller increments are not shown, between the whole number degrees, infinitely smaller increments exist, and you've chosen to go in the direction of 90˚degrees.

In one day, you'll arrive at point 90˚one day. In one year, you'll arrive at point 90˚one year. As the days pass, as you continue going in a specific direction, the distance between points increases. All because one day you chose to go in a specific direction.

Let's imagine that for 30 days you will be going in and living in the direction of a specific number of degrees. Then, you will start a new job, get married, or move to another city or nation and start to live in a very different direction that—following some, to be created, system—will match a degree.

Because science proves that due to inertia, *an object in motion tends to stay in motion*, a person going in one direction will tend to keep going in that same direction, and most people will keep going in the direction they are going in till they die.

Let's say that living in the 90˚degree direction includes exercising regularly, researching health and nutrition, and eating healthy. But, living in the 45˚degree direction includes not doing physical exercise, not researching health and nutrition, eating junk food, and doing other known negative things. After living in the direction of 90˚degrees for one year, you'll be in excellent physical and mental health, satisfied, and happy. But after living on the 45˚degree path for one year, you will be in bad shape—physically and mentally, and most likely also very sick. Worse, one year from now, starting to exercise again or more and getting back to being healthy will be much harder. Therefore, start or continue exercising now!

Each moment, each person can continue going in the direction they've been going in, or choose to go in a different direction. But—in part due to inertia (the natural tendency of objects in motion to stay in motion)—most people continue going in the same direction they've been going in for a long time, and will usually continue going in that direction for many more years, or all their life. The challenge—and when you stop to take a close, hard look at people around you—the sad

fact is that most people are going in what to most people will obviously be a wrong direction, but which those individuals think is great.

While we're on the topic of people's direction in life, I cannot emphasize enough how helpful and indispensable "psychotherapy" is. Regrettably, some people who are too embarrassed to see a shrink that they wind up sliding deep into a hell on Earth that they unknowingly created for themselves by not seeking some advice. Writing things often helps anyone think better and as a result make better decisions.

As you more fully grasp how crucial choosing the direction you will go and live in is, stop and set aside some time to think very carefully about which direction it will be best for you to continue or start going in.

Identify the direction you're currently going in life. Then think about who and what you want to become—and in how much time, and what the destination you want to arrive at is. Ask yourself what goals you want to accomplish, and calculate which direction you believe will get you there easiest and fastest. Then, if you decided to change your direction, at your own pace, start heading in it. To think better as you figure out what direction you will go in, write your thoughts. Since 2013, I have been calling that technique *Writing-Aided Thinking*.

"I write to find out what I'm thinking". — Joan Didot

An excellent example of choosing which direction to go in is choosing to attend or not attend college. The two directions are opposites and lead to opposite outcomes. And—much more than most people seem to realize—each of those two choices determines the quality of the rest of that person's life.

Every human being is also an animal of habit. Choosing what and how much to eat are two other all-important choices. No one makes themselves obese overnight. Obese individuals have been overeating every day for years. In the more extreme cases, some obese individuals weigh over 300 pounds.

*"To change a person's behavior, change their environment"* because the environment is one of the factors that most influences behavior. When you stop and think about it, you will see that, along with what each person knows, each person's environment has much more to do with shaping who they become. For instance, it can make them obese, overconsume, drink coffee, public water, beer, or liquors, or

achieve an exemplary figure by eating healthily and moderately. The examples of other opposites of that type we see in public every day are practically endless.

Our environment also makes us feel how we feel. Good, optimistic, and happy—or bad, pessimistic, unhappy, and many other negative to terrible ways. Our environment also determines how well each individual performs physically and mentally.

Your environment also directly influences and determines the type of clothing and shoes you wear, how you keep your hair, and so many other things. If you lived in India, you would wear long garments. In Florida and other hot places in the U.S., people wear shorts. In Alaska, everyone must wear a hat, a coat, and gloves.

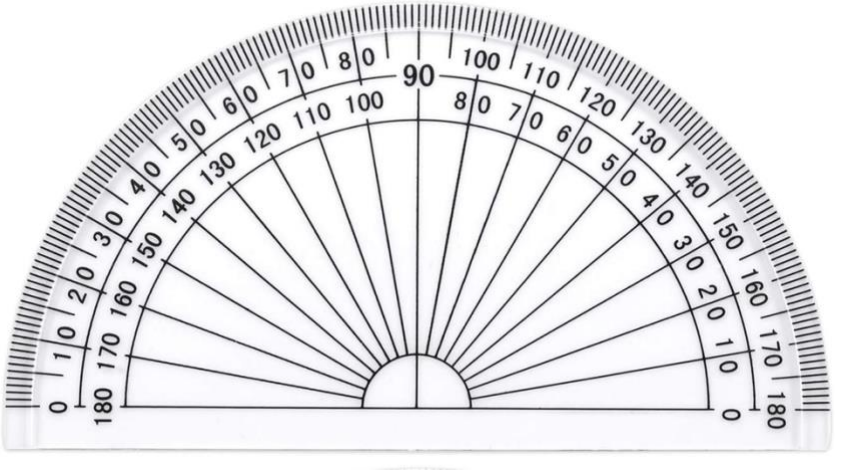
The book "Dress for Success" explains how the unwritten law of *dressing for success* always works. It describes experiments that consistently proved that people despised dirty, poor, unkempt, sick, or, in other ways, powerless people and usually mistreated them at every opportunity.

My own observations and daily experiences keep showing me that *every day* I go out of my house dressed well, everyone is eager and happy to interact and associate with me. So I connected the dots and realized that people react that way to me because I'm well dressed. Then, I also realized that one key reason people like to see well-dressed individuals is because they believe they can help them become at least a little more powerful. When I do not shower, shave, comb my hair, and dress my best, the opposite happens. Most people ignore me, look away from me, pretend I do not exist, and some even mistreat me.

So, as often as you can, time and all other constraints permitting, it's always best to wear your newest and best clothes and shoes so you can look your best.

Because each thing around you creates your environment and directly or indirectly affects you and your life, do your best to improve *every detail* of your environment. Especially the places where you live and the places where you work, because even seemingly insignificant differences improve or lower your life. It's more intelligent and wiser to choose the direction(s) you live in and create and control as much of your environment as possible. Knowing how consequential each thing in your environment is, meticulously design, correct, improve, and build

or rebuild it. As some say, you can even “restart your life” or at least some parts of it.



One way to quickly change your environment and also your life is by moving to a different neighborhood, town, city, or nation. Because everything is contagious, be careful to only interact closely with the best people. Get away from negative individuals, especially those who somehow indicate that they're itching to start a fight with you. Most of those individuals usually have no clue what makes them act as they do. If they did, they would probably behave better. Also, flee from every ignorant, stupid, dumb, or otherwise negative and less conscious individual, as well as anyone who you sense is inferior (to you) in any other way. Making the big mistake of interacting with negative people will always drag you down and can even lead to situations and outcomes you will regret. Remember that "*It's best to prevent*". And that "*It's better to be alone than with bad company*".

If you have the good fortune to interact with intelligent, quality individuals, great! But if they're few and far between—read, write, and learn to appreciate how valuable your time alone is until the next new nice person you'd like to be friends with comes along.

Some things that most affect how each person feels and performs are the air they breathe, the water they drink and cook with, what they eat, and how well and how often they have a bowel movement. Saying "*You are what you ate and what you have been eating for years*" is more accurate than the traditional "You are what you eat".

Food is human fuel. The following simple, free PDF Dr. John McDougall created to help everyone quickly and easily improve their health:

https://www.drmcdougall.com/wp-content/uploads/2021/06/Dr-McDougall-Color-Picture-Book.pdf

It will surprise those who do not know it that because "all fish eat one another", the late Dr. Johan McDougal warned us that all fish contain "mercury".

To clarify the dangers, disadvantages, and, as importantly, the advantages of doing or not doing each thing you do, stop and write, audio-record, or write by talking into a speech-to-text app, a thorough description of the most important activities you engage in, and also be sure to make a complete list of all the foods you eat and each drink you drink.

Study the ideas you put into words and scrutinize them to decide what you will *stop* doing, eating or drinking, and what you will *start* doing, eating or drinking. It's always best to change gradually and incrementally.

# Usually Omit

# A

A CERTAIN AMOUNT OF

ABOVE ALL ELSE

ABSOLUTELY

ACCORDING TO MY
(CALCULATIONS;
RESEARCH)

ACTIVE

ACTIVELY

ACTIVITY

ACTUAL

ACTUALLY

AFTER ALL

AFTER ALL IS SAID AND DONE

AFTER THAT

AGAIN

AH, ER, OH, UM

ALL BY (HERSELF; HIMSELF) (HE; SHE)

ALL THINGS CONSIDERED

ALL TOLD

ALLOW ME TO POINT OUT
THAT

ALSO

(ALSO) NOTE THAT

ALTOGETHER

AMONG THEM ARE

AND

AND I WILL ALSO (ADD; NOTE; SAY) THAT

AND SO

AND STUFF LIKE THAT

AND THAT KIND OF STUFF

ANOTHER (INCREDIBLE; INTERESTING) THING
IS (THAT)

ANYHOW

ANYTHING IS POSSIBLE

ANYWAY

ARE YOU AWARE OF THE FACT
THAT

ARE YOU COGNIZANT OF THE FACT THAT

ARGUABLY

AROUND

(ARRIVED AT; CAME TO; REACHED) A POINT
(IN HER LIFE) WHERE

AS _____ AS (HE, IT, SHE,
THEY, WE) (CAN BE; IS)
AS A WHOLE
AS BEST THEY COULD
AS (CAN BE) EXPECTED
AS DESTINY WOULD HAVE IT
AS EVERYBODY FOUND OUT
AS EVERYONE KNOWS
AS EVERYONE EXPECTED
AS EVERYONE KNOWS
AS THINGS HAPPENED
AS THINGS TURNED OUT
AS (IT WAS) EXPECTED
AS FAR AS ANYONE KNOWS
AS FAR AS
AS FAR AS I AM CONCERNED
AS FAR AS I CAN SEE
AS FAR AS I KNOW
AS FATE WOULD HAVE IT
AS FOR ME
AS I MENTIONED (EARLIER;
BEFORE;
ONE MINUTE AGO)
AS I RECALL (THINGS)
AS I SAID (BEFORE; EARLIER)
AS I SEE IT
AS IF THAT WERE NOT
(BAD; GOOD) ENOUGH
AS IS USUALLY THE CASE
AS (IT; THINGS) HAPPENED
AS (IT WAS TO BE) EXPECTED
AS MUCH AS POSSIBLE
AS MUCH AS YOU
(POSSIBLY) CAN
AS POSSIBLE
AS PREVIOUSLY
(MENTIONED; STATED)
AS SOME PEOPLE SAY
AS THE CASE MAY BE
AS THE OLD SAYING GOES
AS THEY SAY
AS THINGS STAND
(RIGHT NOW)
AS THINGS TURNED OUT
AS TIME GOES ON
AS TIME PASSES
AS USUAL
AS WE (ALL) KNOW
AS WE HAVE ALL EXPERIENCED
(AT ONE TIME OR ANOTHER)
AS WE SPEAK
AS WELL (AS)

AS YOU ARE NOW BEGINNING
TO SEE
AS YOU ARE NOW SEEING
AS YOU CAN SEE
AS YOU (MAY BE; ARE) (AWARE;
KNOW)
AS YOU MAY BE STARTING
TO SEE
AS YOU MIGHT HAVE HEARD
ASIDE FROM THAT
AT ALL
AT ANY RATE
AT LAST
AT THE END OF THE DAY
AT THIS POINT (IN TIME)
AT THIS STAGE IN MY LIFE I
REALIZE THAT
AT THIS TIME

# B

BE ADVISED THAT
BE AWARE THAT
BE IT
BE THAT AS IT MAY
BEFORE I TELL YOU WHAT I'M
GOING TO TELL YOU
BELIEVE IT OR NOT
BELIEVE ME
BESIDES
BEYOND A SHADOW OF
A DOUBT
BOTH (OF THEM)
( _____ AND _____ )
BOTTOM LINE (IS)
BRIEFLY (PUT; STATED)
BUT AGAIN
BUT, HEY!
BUT I RECALL
BUT I REMEMBER
(BUT,) LET ME TELL YOU
BUT WAIT, THERE'S MORE
(TO THIS STORY)
(BUT,) I HAVE TO SAY
(BUT,) LET ME TELL YOU
BY
BY ALL MEANS (NECESSARY;
POSSIBLE)
BY ANY CHANCE
BY DEFINITION

BY DEFINITION,
IT WAS A CASE OF
BY THAT, I AM NOT SAYING
THAT
BY (SAYING) THAT I DO NOT
MEAN TO SAY THAT
BY THE WAY

# C

CERTAIN THINGS, SUCH AS
CERTAINLY
CHANCES ARE (THAT)
CLEARLY
COME TO THINK OF IT
COMPARATIVELY
CONCEIVABLY
CONCERNING
CONSEQUENTLY
COTTON PICKIN'

# D

DEBATABLY
DEDICATING TIME TO
DEFINITELY
DEGREE OF
DELIBERATELY
DEMONSTRABLY
DESTINED TO BE
DO (I DO now)
DOES (that DOES sound good)
DO YOU KNOW WHAT I AM
SAYING ?
DO YOU KNOW WHAT I MEAN ?
DON'T FORGET TO
DON'T TELL ME
DON'T WE
DON'T YOU THINK _____ ?
DUE TO (MANY) DIFFERENT
FACTORS

# E

EASILY
EFFECTIVELY
EITHER
EITHER ONE OF THEM
EITHER WAY
ENTIRELY
ESSENTIALLY
EVEN
EVEN IF I HAVE TO SAY SO MYSELF
EVERYONE IN SOCIETY
EVERYONE KNOWS
EVIDENTLY
EXACTLY
EXPERIMENTALLY

# F

FATEFUL
FEW KNOW (THAT)
FINALLY
FIRST OFF
FOR ALL I KNOW
FOR ALL INTENTS AND PURPOSES
FOR (ANY NUMBER OF; VARIOUS) REASONS
FOR BETTER OR (FOR) WORSE
FOR HEAVEN'S SAKE
FOR ME (PERSONALLY)
FOR ONE THING
FOR SOME REASON
FOR STARTERS
FOR THAT MATTER
FOR THE RECORD
FOR VARIETY'S SAKE
FOR YOUR INFORMATION
FORTUNATELY; UNFORTUNATELY
FRANKLY (SPEAKING)

FROM MY POINT OF VIEW

FROM (MY; OUR) STANDPOINT

# H

HAPPENS TO BE

HAVING SAID THAT

HERE IS MY QUESTION (TO YOU)

HERE IS ONE MORE QUESTION FOR YOU

HERE WE GO AGAIN

HERE'S THE THING

HEREBY

HEREWITH

HEY

HIGHLY

HOLD ON (THERE)

HOLD ON TO YOUR HAT (NOW)

HOLD YOUR HORSES

HONEST TO GOODNESS

HONESTLY

HONESTLY SPEAKING

HOPEFULLY

HOW ABOUT THAT

HOW CAN I SAY

HOW DO YOU LIKE THAT

HOW SHALL I SAY

HOW SHALL WE SAY

HYPOTHETICALLY (SPEAKING)

I (AM; FEEL) ONE HUNDRED PERCENT CERTAIN THAT

I ALSO WANT TO TELL YOU THAT

I AM (ABSOLUTELY; TOTALLY) SPEECHLESS

I AM AFRAID (TO (HAVE TO) SAY THAT)

I AM CALLING TO SAY THAT

I AM CERTAIN THAT

I AM CONVINCED THAT

I AM CURIOUS TO KNOW (HOW; WHAT; WHO; WHEN; WHERE; WHY)

I AM GLAD TO SAY (THAT)

I AM (NOW) GOING TO ASK YOU THIS (NOW)

I AM (NOW) GOING TO END WITH (THE FOLLOWING; THIS)

I AM GOING TO END WITH THIS

I AM GOING TO SAY THAT ONE MORE TIME

I AM GOING TO TELL YOU A VERY INTERESTING STORY

I AM GOING TO TELL YOU (RIGHT HERE) THAT

I AM GOING TO TELL YOU THE (REAL) REASON

I AM HAPPY TO REPORT THAT

I AM HERE TO SAY THAT

I AM (NOT) GOING TO (REPEAT; SAY) THAT (AGAIN)

I AM NOT SAYING THAT

I AM (NOW) STARTING TO SEE THAT

I AM TELLING YOU (THAT)

I ASSURE YOU (THAT)

I (BELIEVE; KNOW; THINK) THAT

I BELIEVE (WITH ALL MY HEART) THAT

I CAN FINALLY SEE THAT

I (CAN) (NOW) SEE THAT

I CAN'T (SAY; TELL YOU) HOW MUCH

I CAN'T TELL YOU HOW _____ I FEEL

I CAN'T TELL YOU HOW MUCH

I CONSIDER IT TO BE

I DARE SAY (THAT)

I FEEL

I FEEL COMPELLED TO SAY THAT

I GOTTA TELL YOU

I HAPPEN TO (AGREE; BELIEVE: THINK)

I HAVE BEEN WANTING TO ASK YOU

I HAVE GOT TO SAY THAT

I HAVE NEWS FOR YOU

I HAVE OFTEN WONDERED

I HAVE STARTED TO SEE (HOW; THAT; WHY)

I HAVE (RECENTLY) NOTICED THAT

I HAVE TO SAY THAT

I HAVE TO TELL YOU THAT

I HONESTLY BELIEVE THAT

I HAVE TO ASK YOU (THE FOLLOWING QUESTION; THIS)

I (JUST) GOTTA SAY

I (JUST) HAVE TO TELL YOU THAT

I JUST NOTICED THAT

I JUST REALIZED THAT

I JUST WANT TO ASK YOU

I JUST WANT(ED) TO MENTION THAT

I (KIND OF) RECKON(ED) THAT

I KNOW

I KNOW (FOR SURE) THAT

I KNOW WHAT I KNOW

I MEAN, HEY

I MIGHT AS WELL (ADD THAT; TELL YOU THAT)

I MIGHT SAY PARENTHETICALLY

I MUST ADMIT THAT

I MUST SAY THAT

I NEED TO ASK YOU THIS QUESTION

I NOTICE(D) THAT

I PERSONALLY BELIEVE

I PERSONALLY FEEL

I PERSONALLY (THINK; THOUGHT) THAT

I POSIT THAT

I REALIZE THAT

I RECALL THAT

I REGRET TO SAY THAT

I REMEMBER THAT

I SAY TO YOU

I SEE THAT

I SUSPECT THAT

I TAKE IT YOU ARE

I TELL YOU

I THINK (THAT)

I THINK I AM GOING TO END WITH THIS

I THINK I'LL END (WITH) THIS (WITH)

I TRULY BELIEVE

I WANT EVERYONE (IN THE (ENTIRE) WORLD) TO KNOW THAT

I WANT TO ASK YOU

I WANT TO BE SURE TO TELL YOU THAT

I WANT TO CALL YOUR ATTENTION TO THE FACT THAT

I WANT TO KNOW

I WANT TO POINT OUT THAT
I WANT TO REPEAT THAT
I WANT TO TELL YOU THAT
I WANT YOU TO KNOW THAT
I WAS THINKING (THAT)
I WAS THINKING OF ASKING YOU (IF; WHETHER; WHY)
I WAS WONDERING
I WILL ADD THAT
I WILL ADMIT THAT
I WILL ALSO SAY THAT
I WILL REPEAT THAT
I WILL SAY THAT
I WISH I DIDN'T HAVE TO SAY THIS, BUT ((I) DO)
I WONDER
I WOULD LIKE TO ASK YOU
I WOULD LIKE TO KNOW
I WOULD LIKE TO POINT OUT THAT
I WOULD LIKE TO SAY THAT
I WOULD LIKE TO TAKE THIS OPPORTUNITY TO
I WOULD SAY
I WOULD SAY THAT
I WOULDN'T SAY THAT
I WOULDN'T SAY THAT, I WOULD SAY _____
I'D REALLY LIKE TO KNOW
I'LL HAVE YOU KNOW THAT
I'LL SAY THAT MUCH
I'LL SAY THIS MUCH ABOUT (HER; HIM; IT; THAT)
I'LL SAY THIS
I'LL TELL YOU THAT
I'LL TELL YOU THIS (MUCH)
I'LL TELL YOU WHAT
I'M HERE TO SAY THAT
I'M JUST CURIOUS
I'M TELLING YOU
IF DOABLE
IF ANYTHING
IF I WERE YOU, I WOULD (JUST)
IF IT IS POSSIBLE
IF NECESSARY
IF NEEDED
IF POSSIBLE
IF THAT IS THE CASE, (THEN)
IF YOU (CAN) BELIEVE THAT (THEN YOU WILL BELIEVE ANYTHING)
IF YOU WANT TO KNOW THE

TRUTH ABOUT IT

IN (A; ONE) WORD

IN ACTUALITY

IN A NUTSHELL

IN A VERY REAL SENSE

IN A WAY

IN ALL HONESTY

IN ALTITUDE

IN ANY EVENT

IN ANY WAY AT ALL

IN ANY WAY I CAN

IN ANY WAY WHATSOEVER

IN CERTAIN WAYS

IN CONCLUSION

IN CREATION

IN DEEPNESS

IN DEPTH

IN DIFFERENT WAYS

IN DUE TIME

IN ELEVATION

IN HEIGHT

IN LIFE

IN MAGNITUDE

IN MY CASE

IN MY (HUMBLE) OPINION

IN NATURE

IN ONE OR TWO WORDS

IN ONE WAY OR ANOTHER

IN ONE WORD

IN OTHER WORDS

IN PLAIN ENGLISH

IN PRACTICE

IN QUANTITY

IN REALITY

IN SCOPE

IN SHORT

IN SIZE

IN SOME WAYS

IN SUMMARY

IN SYNTHESIS

IN TERMS OF

IN THAT CASE

IN THE FIRST PLACE

IN THE HISTORY OF THE WORLD

IN THE PROCESS OF

IN THE REAL WORLD

IN THE WORLD

IN THIS CASE

IN TIME

IN VOLUME

IN WIDTH

IN YOUR OWN WORDS

(CAN YOU)

(PLEASE TELL US

INCONTESTABLY

INCONTROVERTIBLY

INCREDIBL(E; Y) BUT TRUE

INCREDIBLY

INDEED

INDISPUTABLY

INDUBITABLY

INITIALLY

INSTEAD

INTENTIONALLY

INTERESTINGLY

INTERESTINGLY ENOUGH

INTRINSICALLY

IRONICALLY

IRREFUTABLY

IRREGARDLESS (OF)

("IR" IS UNNEEDED)

IS A THING THAT

IS WHAT I AM GETTING AT

IT COULD BE SAID THAT

IT ENTAILS

IT FEELS LIKE

IT GOES TO SHOW YOU THAT

IT GOES WITHOUT SAYING

THAT

IN INVOLVES

IT IS A FACT THAT

IT IS CLEAR TO SEE THAT

IT IS CONCEIVABLE THAT

IT IS HELPFUL TO (KEEP IN

MIND; REMEMBER) THAT

IT IS IMPORTANT TO NOTE

THAT

IT IS MY (CONVICTION;

BELIEF; VIEW) THAT

IT IS MY DUTY TO SAY THAT

IT IS NO WONDER THAT

IT IS POSSIBLE THAT

IT IS TIME TO

IT IS TRUE THAT

IT IS WIDELY KNOWN THAT

IT JUST DAWNED ON ME THAT

IT JUST HIT ME THAT

IT JUST SO HAPPENS THAT

IT MUST BE UNDERSTOOD

THAT

IT OCCURS TO ME THAT

IT REMAINS TO BE SEEN

(IF; WHETHER)

IT SEEMS TO ME THAT

IT SHOULD BE NOTED THAT
IT STANDS TO REASON THAT
IT TURNED OUT TO BE A
IT WAS A TIME (BACK) WHEN
IT'S CLEAR (TO SEE) THAT
IT'S JUST A MATTER OF TIME
IT'S JUST THAT
IT'S ONLY A MATTER OF TIME
(BEFORE; TILL; UNTIL)
IT'S THAT KIND OF (A) THING

# J

JUST
JUST A MOMENT (THERE)
JUST AS IMPORTANTLY

# K

KEEP IN MIND THAT
KIND OF
KNOW WHAT I MEAN
KNOW WHAT I'M SAYING
KNOWN
KNOWN TO BE
KNOWN TO MAN

# L

LAST, BUT NOT LEAST
LASTLY
LET ME ASK YOU (THIS)
LET ME REPEAT THAT
LET ME SAY THAT
LET ME SAY THAT AGAIN
LET ME TELL YOU A STORY
LET ME TELL YOU (THAT)
LET'S END WITH
LET'S GET DOWN
TO BUSINESS
LET'S GET STARTED
LET'S (JUST) SAY
LET'S START WITH
LET'S STOP BEATING
AROUND THE BUSH
LIKE ALL THINGS

LIKE ANYTHING ELSE

LIKE (EVERYTHING ELSE;
MOST THINGS) (IN LIFE)

LIKE MOST PEOPLE

LIKE MOST THINGS

LISTEN HERE

LISTEN TO (ME; THAT; THIS
(ONE))

LISTEN TO THE SOUND OF MY
LIPS

LISTEN TO WHAT I AM GOING
TO TELL YOU

LISTEN TO WHAT I AM ABOUT
TO TELL YOU

LISTEN TO WHAT I AM SAYING
TO YOU

LITERALLY

LO AND BEHOLD

(LOOK AT IT; THINK OF IT) THIS
WAY

LUCKILY FOR (HER; HIM; ME;
THEM; US; YOU)

# M

MAY I ASK (YOU)
(HE; I; SHE; THEY; WE; YOU)

MIGHT AS WELL

MOREOVER

MOST CERTAINLY

MY CONCLUSION IS THAT

MY (GUT) FEELING IS THAT

MY QUESTION TO YOU IS

MY THEORY IS THAT

MY WAY OF LOOKING AT IT IS

# N

NAMELY

NATURALLY

NEEDLESS TO SAY

NEXT

NO DOUBT

NO LESS THAN

NO ONE KNOWS THAT

NO QUESTION ABOUT IT
NONE OTHER THAN
NONETHELESS
NOT EVERYTHING IS POSSIBLE
NOT (IN) THE LEAST (BIT)
NOT ONLY (THAT),
BUT ALSO (THIS)
NOT OTHERWISE
NOT THE (CONTRARY
INVERSE; OPPOSITE;
REVERSE)
NOT THE OTHER WAY AROUND
NOT SOLELY
NOT TO BEAT AROUND THE
BUSH, BUT
NOT TO MENTION
NOT TO SAY
NOTE (WELL) THAT
NOTHING BUT
NOTHING LESS THAN
NOTICE THAT
NOTING OTHER THAN
NOTWITHSTANDING
NOW
NOW AS (ALWAYS;
BEFORE; THEN)
NOW AS (MUCH AS) EVER
(NOW) I SAY TO YOU
NOW THAT WE GOT THAT OUT
OF THE WAY
NOW THAT YOU MENTION IT
NOW YOU KNOW
NUFF SAID
OBVIOUS(LY) (BUT WORTH
MENTIONING)
OBVIOUSLY OBVIOUS
OF ANY KIND
OF COURSE
OH BABY (BABY)
OH BOY
OH MAN
OH MAN, I AM TELLING YOU
OH MY GOD
ON A SEPARATE MATTER
ON PURPOSE
ON THE CONTRARY
ON THE FLIP SIDE
ON THE ONE HAND _____
(AND ON THE OTHER HAND)
ON THE OTHER HAND
ON THE WHOLE
ON TOP OF (ALL) THAT

ON TOP OF IT ALL

ONE NEVER KNOWS

ONE THING IS CERTAIN

ONLY

OR NOT

OR SOMETHING (LIKE THAT;
SIMILAR (TO THAT)

OUT OF NOWHERE

OUT OF THE BLUE

OUTRIGHT

OVER THE YEARS (I HAVE)

OVERALL

# P

PARTICULAR

(PEOPLE; SOME; THEY) SAY
THAT

PERHAPS

PERSONALLY (SPEAKING)

PHENOMENON

PLEASE BE ADVISED THAT

PLEASE NOTE (THAT)

POSSIBLY

PRECISELY

PROFESSIONALLY SPEAKING

# Q

QUICK QUESTION

QUITE (A BIT)

QUITE POSSIBLY

QUITE FRANKLY

# R

RATES UPON REQUEST

REALLY

REGARDLESS OF

REGRETTABLY

REMEMBER

REMEMBER THAT

REMEMBER TO

REST ASSURED (THAT)

RIGHT AWAY

RIGHT HERE (AND) RIGHT NOW

RIGHT THEN AND THERE

(RIGHT) ON-THE-SPOT

# S

SADLY

SAID DIFFERENTLY

SAID IN A DIFFERENT WAY

SAY

SERIOUSLY

SHEER

SIMPLY

SIMPLY PUT

(SO THAT WE CAN; TO) UNDERSTAND ONE ANOTHER BETTER

(SO) THE STORY GOES

SO-CALLED

SOME KIND OF

SOME THINGS ARE IMPOSSIBLE

SOME THINGS ARE POSSIBLE

SOME TYPE OF

SOMEHOW (IN THE WORLD)

SOMETHING IS TELLING ME (THAT)

SOMETHING TELLS ME

SOMETIMES I WONDER (IF; WHEN; WHERE; WHETHER; WHO; WHY)

SOMEWHAT

SOMEWHERE AROUND

SOMEWHERE CLOSE TO

SOMEWHERE IN THE NEIGHBORHOOD OF

SOMEWHERE IN THE VICINITY OF

SOONER OR LATER

SPEAKING ABOUT

SPEAKING OF

SPONTANEOUSLY

STRANGE TO SAY

STRICTLY SPEAKING

SUBSEQUENTLY

SUFFICE IT TO SAY

SURPRISINGLY OR NOT

# T

TAKE IT OR LEAVE IT

TALKING ABOUT

TELL YOU WHAT

THANK YOU AGAIN

THAT

THAT (VERY) INSTANT

THAT BEING SAID

THAT IS (NOT AN; NO)
EXAGGERATION
(IT REALLY HAPPENED)

THAT IS TO SAY

THAT KIND OF (A) THING

THAT MEANS

THAT (VERY) MOMENT

THAT (VERY) INSTANT

THE

THE ANSWER (IS;
MAY BE; MIGHT BE)

THE BETTER PART OF

THE BOTTOM LINE IS THAT

THE CONCEPT OF

THE CONDITION OF

THE EPITOME OF

THE FACT IS

THE FACT (STILL) REMAINS
(THAT)

THE FACT OF THE MATTER IS

THE FACT THAT

THE _____ FACTOR

THE FIRST THING I WOULD
LIKE TO SAY IS THAT

THE FIRST THING I'M GOING
TO DO IS

THE FLIP SIDE IS

THE FOLLOWING

THE HELL

THE IMPORTANT THING IS
THAT

THE INS AND OUTS OF

THE NEXT THING (HE DID;
THAT HAPPENED) WAS

THE NEXT THING I WANT TO
TALK ABOUT IS

THE NOTION OF

THE ONE AND ONLY

THE POINT BEING THAT

THE POINT IS THAT

THE PRACTICE OF

THE PRESENCE OF

THE QUESTION

(ARISES; IS; OF)

THE REALM OF

THE REASON

THE SITUATION IS THAT

THE THING IS

THE TIME HAS COME

(FOR US) TO

THE TRUTH IS (THAT)

THE TRUTH (OF THE MATTER)

IS (THAT)

THE (VERY) IDEA OF

THE (VERY) NOTION OF

THE WAY I INTERPRET IT IS

THE WAY I LOOK AT IT IS

THE WAY I SEE IT IS

THE WAY I SEE THINGS

THEN

THEN AGAIN

THERE ARE NO WORDS TO

EXPRESS HOW I FEEL

THERE, I SAID IT

THERE IS NO DOUBT THAT

THERE IS ONE THING I HAVE

NOT TOLD YOU

THERE IS SOMETHING I HAVE

NOT TOLD YOU

THEREFORE

THEY ARE ALL (ALIKE;

THE SAME)

THINGS (LIKE; SUCH AS)

THIS CASE INVOLVES

THOUGH EVERYTHING IS NOT

INTERRELATED

THOUGH NOT EVERYTHING IS

INTERRELATED

TO A (GREATER OR LESSER

DEGREE

TO BE BRIEF (ABOUT IT)

TO BE FRANK (ABOUT IT)

TO BE HONEST (ABOUT IT)

TO BE SHORT

TO BE SURE

TO BEGIN (WITH)

TO CLARIFY

TO CONCLUDE

TO CUT TO THE CHASE

TO MAKE A LONG STORY

SHORT(ER)

TO MAKE MATTERS (EVEN)

WORSE

TO ME

TO START (WITH)

TO SUM UP

TO SUMMARIZE

TO THE CONTRARY

TO TOP IT (ALL) OFF

TRIAL AND ERROR

(SAY "TRIAL AND SUCCESS")

TRULY

TYPE OF

# U

ULTIMATELY

UNAMBIGUOUSLY

UNDENIABLY

UNDOUBTEDLY

UNEQUIVOCALLY

UNEXPECTEDLY

UNFORTUNATELY;

FORTUNATELY

UNIQUE IN ITS OWN WAY

UNMISTAKABLY

UNPREDICTABLY

UNQUESTIONABLY

UTTER

# V

VERY (NOTION OF)

(VERY) FEW PEOPLE KNOW

THAT

VIRTUALLY

# W

WE CAN SAFELY SAY THAT

WE CAN SEE THAT

WELL I THINK THAT

WELL (NOW)

WERE YOU AWARE THAT

WHAT COULD BE CALLED

(A; AN)

WHAT DO YOU THINK ABOUT

THIS

WHAT HAPPENED NEXT WILL

AMAZE YOU
WHAT I AM GOING TO TELL
YOU (HERE TODAY)
IS THAT
WHAT I NEED TO (SAY
(TO YOU); TELL YOU) IS
WHAT I (WILL; WOULD) CALL
WHAT I WANT TO SAY IS (THAT)
WHAT I WOULD LIKE TO
KNOW IS
WHAT IN CREATION IS THAT
WHAT IS (REALLY) GOING ON
IS THAT
WHAT IT (ALL) COMES DOWN
TO IS
WHAT THAT MEANS
WHAT THAT MEANS (IS) (THAT)
WHAT WE ARE TALKING ABOUT
IS (NOT) ABOUT
WHAT—FOR LACK OF A BETTER
EXPRESSION—
I WILL CALL (A)
WHAT'S EVEN MORE
(INEXPLAINABLE;
ODD; STRANGE)
WHAT'S IMPORTANT (IS;
IS NOT)
WHAT'S MORE
WHEN ALL IS SAID AND DONE
WHEN IT COMES (DOWN) TO
WHEN IT HAPPENS,
WE'LL KNOW
WHEN YOU GET RIGHT DOWN
TO IT
WHEN YOU STOP AND THINK
ABOUT IT, YOU WILL SEE
THAT
WHETHER YOU) BELIEVE IT OR
NOT
WHICH (ARE; (JUST) HAPPENS
TO BE; IS;
WAS; WERE; WILL BE)
WHILE I HAVE YOUR
(UNDIVIDED) ATTENTION
WHILE WE'RE AT IT (WE (MAY;
MIGHT) AS WELL
WINDS UP
WHO (ARE; IS; WAS; WERE;
WILL BE)
WHY DON'T YOU JUST TELL US
WHY NOT
WITH THAT IN MIND

WORDS CANNOT EXPRESS
WORSE
WORST
WOULD YOU BELIEVE

YOU NEED TO KNOW THAT
YOUR GUESS IS AS GOOD
AS MINE
YOU'RE NOT GOING TO
BELIEVE THIS BUT

# Y

YES INDEED
YOU ARE NOT GOING TO
BELIEVE THIS, BUT
YOU CAN REST ASSURED
KNOWING (THAT)
YOU CAN SAY THAT AGAIN
YOU COULD SAY (THAT)
YOU KNOW
YOU KNOW SOMETHING
YOU KNOW WHAT I MEAN
YOU MAY NOT BELIEVE WHAT I
AM ABOUT TO
TELL YOU, BUT
YOU MIGHT AS WELL
YOU MIGHT NOT BELIEVE THIS,
BUT
YOU NEED TO